

## A first in Switzerland: VTX is the first operator to liberalize the last mile

Following the end to Swisscom's monopoly, last April VTX sent out a press release to announce their intention to take part in the process of unbundling telephone lines. Since this date, VTX has acted quickly and the company was delighted to announce the opening of unbundled telephone lines on the 5<sup>th</sup> of July.

Sion, the head office of VTX Omedia – a Valaisian subsidiary of the group – is the first to take advantage of this situation. However Works linked to unbundling are still just at the beginning. Other cantons where VTX also has local agencies such as Geneva, Basle or Zurich will soon follow.

Christian Maret, VTX's sales manager, says that he is delighted that VTX is the first operator to unbundle the telephone lines. 'This unbundling process has enabled our company yet again to prove our strategy in terms of innovation and working for local needs.'

In order to provide extremely high speed connections, VTX has reacted rapidly and created ultra-competitive broadband solutions. The company decided to use ADSL 2+ technology – which is a more recent version of the traditional ADSL system.

This technology, which provides theoretical speeds of up to 26 Mb, is now ready for mainstream applications and has proved to be fully reliable, as it is used in all European countries where lines have been unbundled. Another advantage of this technology is that it provides an excellent 'coverage-speed' ratio, meaning that it is not necessary to be right next to a telephone exchange to enjoy extremely high speeds.

With their new ADSL 2+ offer, VTX proposes three high speed internet solutions:

ADSL2+ Basic 8 Mbps/500 kbps at Fr. 47.- per month, ADSL2+ Basic 20 Mbps/500 Kbps at Fr. 67.- per month and ADSL2+ Pro 20 Mbps/1Mbps at Fr. 87.- per month.

ADSL2+ also enables VTX to propose telephone services with their unbundled ADSL 2+ solutions. This will enable VTX customers to enjoy sizeable discounts on their telephone communications.

Moreover, VTX has included a box with several functions in their ADSL 2+ offer: The VTXbox. Amongst the numerous advantages of this modem, the following points are well worth noting: Automatic configuration, telephone over the Internet, USB port, Wi-Fi... and many others.

With the ADSL 2+ technology and the high download speeds provided, VTX will soon be able to propose new services such as TV and video over the Internet.

### About VTX Telecom

Running since 1986, VTX Telecom is an independent operator on the market, with a leading position in the fields of Internet and telecommunications. The company headquarters is located in Pully. The range of products includes several innovative services in the fields of connections, hosting, security, development of customised web applications, and also landline and mobile telephony (powered by Orange). VTX can therefore provide solutions to all company needs in terms of telecommunications.

This triple play operator status combined with a national network of subsidiaries located in Geneva, Neuchâtel, Bienne, Basle, Sion, Bellinzona, Saint-Gall and Zurich make VTX Telecom a leading player on the Swiss telecom market. The 11 subsidiaries of the group employ more than 180 people over the whole of Switzerland, and look after around 100 000 customers, 25 000 of which are small and medium-sized companies.

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