

## Increase in demand for E-Vision wireless services in Sharjah and Ajman

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PRESS RELEASE

The new Hypercable broadband wireless access technology recently launched by E-Vision in Sharjah and Ajman has received an increasing demand amongst residents of these two cities.

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The company said the early increase in demand for its services led to the opening of a new sales office at the Buheirah Cornish road in Sharjah.

E-Vision, the UAE's sole digital cable TV provider, sees the tremendous results in Al Ain, which was the first city in the UAE to be connected through this new Hypercable wireless technology last June, as an encouraging test for deploying this technology in other parts of the country by the fall of next year.

The warm welcome E-Vision services received in Sharjah and Ajman was echoed in the remarks made by a number of new subscribers who were offered the service through the new wireless technology. Jamal Beirouti, a civil engineer living in Sharjah explained why people were eagerly awaiting to access E-Vision.

"We have been waiting for E-Vision services to arrive in our area. As we have heard from friends and relatives living in other areas in Sharjah and Dubai about the quality and crystal clear picture and sound they are enjoying with E-Vision. Not to mention of course the variety of packages and channels carried on its platform". To Beirouti, what counts at the end of the day is the quality and reliability of the service, and not whether it is provided through a cable or wireless technology.

Humaid Rashid Sahoo, E-Vision's Chief Executive Officer, echoed the customers' statement in terms of quality and reliability of service. "The reason for introducing the new wireless technology in a phased manner was to ensure these facts concerning how transmission is as clear as the signal provided over the cable." Sahoo confirmed that the introduction of the new wireless technology was in tune with the company's strategy of providing its services to viewers in all UAE cities as soon as possible.

Residents of Sharjah and Ajman can subscribe now to E-Vision channels by visiting the company's new regional sales office on Buhairah Corniche Road in Sharjah, its counters at Etisalat's main offices in both Sharjah and Ajman (Manakh Business Center) and Sahara Mall in Sharjah. Or alternatively they can call E-Vision's toll free number 8005500 to further enquire about the service.

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