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OFCOM UNVEILS PROPOSALS TO EXTEND 4G COVERAGE

Following Ofcom's proposals to extend 4G coverage in the UK, **Ernest Doku, technology expert at uSwitch.com**, commented: "The explosion in popularity of the smartphone has transformed the mobile landscape. Brits have become increasingly data-hungry, downloading movies and surfing on the move, using social networking sites and e-mailing wherever they are.

"4G networks are pegged to deliver connection speeds as fast as 100Mbps per second, making current 3G services and even some fibre optic broadband offerings in the home look like small fry in comparison, and vastly improving the user experience for tech fans with portable gadgets.

"Like 3G, 4G uses telephone masts so it's easier and more cost effective to implement than fibre optic networks, which require providers digging up roads to install. That also means that it can be rolled out much faster.

"The key to keeping 4G affordable and accessible will be to encourage competition between providers in terms of mobile coverage for 'not spots' and pricing alike, both of which have been outlined in Ofcom's proposals."

For more information visit www.uswitch.com or call 0800 093 0607

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