

More flexibility for subscription customers: Swisscom lifts SIM lock

Swisscom will be unlocking over two million iPhones on July 1st

On July 1st Swisscom will be the first Swiss provider to disable the SIM lock. This means that all subscription customers will be able to use their device with any SIM card they choose. "We have done away with automatic contract extensions and since the beginning of 2013 have been offering two-year guarantees on all devices. Now we are improving the service for our customers once more. Over two million iPhone customers will benefit from this added flexibility," says Urs Schaeppi, Head of Swisscom Switzerland.

Beginning July 1st Swisscom subscription customers will be able to use their mobile phone with any SIM card they choose. The iPhone is the last phone to have a so-called SIM lock, which can only be removed after expiry of the minimum contract period. The move will thus be of particular benefit for the over two million iPhone users with a Swisscom subscription. All it takes is a quick synchronisation with iTunes, and the iPhone is unlocked. Customers can therefore enjoy greater flexibility with their device and pass it on to friends or family when they are finished with it, for example. There will still be a SIM lock for prepaid combined packages, since Swisscom heavily subsidises these devices and they are not subject to a minimum contract period.

Swisscom is continuously expanding its service offering

Deactivation of the SIM lock is the latest in a range of measures by Swisscom to improve its service offering. For example, since the beginning of the year customers have benefited from a two-year guarantee on the full range of products. In addition, back in 2011 Swisscom was the first Swiss provider to do away with automatic contract extensions. Swisscom wants to offer the best customer service of all Swiss telecom providers.

Further information for customers on unlocking: www.swisscom.ch/iphone-unlock

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