

Swisscom adapts bundled offerings: longer calls and faster surfing for the same price

A new entry-level offering, Vivo Casa 1*, is to be launched on 12 August to complement the successful range of Vivo Casa bundled offerings. Customers will be able to make unlimited calls to all Swiss networks, enjoy Swisscom TV light and surf at 2 Mbps. The surfing speeds of existing Vivo Casa offerings will also be significantly increased. SME Office customers will also benefit from major performance upgrades.

The Vivo Casa offerings bundle fixed-line calls, Internet and Swisscom TV in a single package. Swisscom's bundled offerings are popular; more than 889,000 customers are already using one of them, and the number of customers opting for them has grown by more than 27% year-on-year. The Vivo Casa range is now to be expanded, with the entry-level Vivo Casa 1* offering allowing customers to make unlimited calls without having to worry about costs, as fixed-line calls to all Swiss fixed-line and mobile networks are included at all times. Thanks to Swisscom TV light, customers can also enjoy more than 80 TV channels, including more than 30 in HD, while the surfing speed of 2 Mbps makes for convenient web access. Vivo Casa 1* costs CHF 69 (incl. connection charges) and will be available from 12 August at www.swisscom.ch/vivocasa and in the Swisscom Shop.

More speed for bundled offerings

The existing Vivo Casa offerings are also set to become even more attractive, with customers able to surf the Internet much faster than before. The 4* offering, for example, will now offer speeds of 30 Mbps rather than the current 20 Mbps. The monthly subscription charge will remain unchanged. The upgrade will be implemented in stages, with most customers able to reap the benefits of the faster bandwidth by the end of September. With the increase in surfing speeds the Rapido option is to be discontinued, thus simplifying the portfolio.

All Vivo Casa offerings are also available without the fixed-line option for customers who only make mobile calls and do not want a fixed-line telephony product. These replace the current Vivo Libero offerings and are available from CHF 54.

SME customers: unlimited calls to all networks and massive increase in Internet speeds

SME Office customers will also benefit from major performance upgrades from 12 August. SME Office 3* will allow customers to make free calls not only to the fixed-line network but to all Swiss mobile networks as well. The offering still includes an Internet speed of 10 Mbps and will now cost CHF 95. The number of inclusive minutes to foreign fixed-line networks is also being significantly increased. SME Office 4* will now include 120 minutes of calls to Western Europe, the USA and Canada, while SME Office 5* will include 480 minutes.

SME customers will also benefit from an increase of up to 100% in Internet speeds for the same subscription charge. Bandwidths are being increased for the SME Office 4* and 5* offerings and for selected Business Internet light and standard profiles. This upgrade will also be implemented in stages between now and the end of September.

For further information, please visit:

www.swisscom.ch/vivocasa

www.swisscom.ch/smeoffice

www.swisscom.ch/kmu-internet

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