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## TOP STORY

### StarHub Launches Singapore's First Solar Powered Mobile Base Station

StarHub gives Singapore its first solar-powered mobile base station (BTS) with its trial deployment of a new BTS system equipped with 20 solar panels at its new office, StarHub Green, Ubi. Located on the roof of StarHub's main office, the environmentally-friendly, fully-operational BTS has been serving StarHub mobile users in StarHub Green since August. The company has plans to later expand the mobile coverage to the neighbourhood as well.



Solar panels on the rooftop of StarHub Green

Operating using solar energy, the new BTS station now rely less on utility power with approximately 58% of the power consumption driven by the solar panels. The CO<sup>2</sup> reduction using this BTS is estimated to be about 2.5 tonnes, certainly a commendable effort in support of the green environment. This project is one of StarHub's green projects to reduce power consumption. StarHub is also exploring ways to further expand its green projects and engage its customers to adopt a 'greener' lifestyle. >

## BUSINESS SCORE CARD

### Global Crossing Wins a 3-Year Contract Extension with the Crown Prosecution Service

Global Crossing wins a 3-year contract extension worth £12 million with the Crown Prosecution Service (CPS) of England and Wales. The Crown Prosecution Service is the government department responsible for prosecuting criminal cases investigated by the police in England and Wales. The extended contract, till 2015, will see CPS migrate from its existing traditional telephony service to Global Crossing's Hosted IP Telephony (HIPT) Service. This will transform work practices and increase flexible working, improve security and reduce running costs. With this new technology, CPS staff will be able to access case information using an encrypted 3G mobile connection wherever and whenever they need it. >

## VALUE CREATION

### Free SMS Tweeting Anywhere, Anytime And on Any Phone

Hot on the heels of its newly launched free local data access to Facebook and Windows Live Messenger is another innovative service, MobiTweet, offered by StarHub. This allows its customers the freedom to access the popular social network and to tweet at their fingertips anywhere, at anytime and from any phone, ensuring them having constant Twitter updates from friends or follow topics of interest or favourite celebrities. Best of it all is Tweets received are free of charge and tweets sent are also free as they are automatically offset against the bundled SMS of their mobile voice plan. >



### StarHub Offers Best News Coverage with Six Channels of "Live" News

StarHub's 3G mobile post-paid customers are now able to receive BBC World News and CCTV 4 from any 3G handset. With these two added channels, the mobile TV service from StarHub boasts six channels of "live" news, keeping customers in tune with the latest local, global and financial news from six leading news channels - BBC World News, Bloomberg Television, CCTV 4, Channel NewsAsia, CNBC and CNN at anywhere and anytime. >

## INNOVATION

### StarHub offers Asia's First Free Local Data Access to Windows Live Messenger and Facebook

StarHub is the first in Asia to launch a social networking value-added service that allows its post-paid mobile customers to enjoy unlimited local access to Windows Live Messenger and Facebook from mobile devices, at no data usage charges. By providing access to these two popular applications, StarHub has once again ensure its customers are able to enjoy an exciting social life as they can stay connected with their friends anywhere, anytime, with complete peace of mind now!" >



## COMMUNITY

### **ST Telemedia Donates Infrared Fever Screening System (IFSS) for Cambodia**

ST Telemedia sponsors a thermal scanner to the Cambodian Government for use at the Phnom Penh International Airport's Arrival Hall in September. The IFSS was officially presented by Mrs Kuan Kwee Jee, ST Telemedia's Senior Vice President, Strategic Relations to H.E. Dr Mam Bunheng, Cambodia's Minister of Health at a ceremony held at the airport, witnessed by Singapore Ambassador to Cambodia, H.E. Tan Yee Woan. Also present at the ceremony were senior officials from various Cambodian government agencies and senior executives from ST Telemedia and Mfone Company. [>](#)



Mrs Kuan Kwee Jee,  
SVP SR, ST Telemedia  
and H.E. Dr Mam Bunheng,  
Cambodia's Minister of  
Health

### **StarHub Join Forces with Nanyang Polytechnic and Nokia to Set Up Centre to Develop Innovative Mobile Phone Applications**

StarHub, Nanyang Polytechnic (NYP) and Nokia have forged a strategic collaboration to set up a Mobile Inno Sphere Centre at NYP, providing support and training to young developers in the mobile services and applications space. The centre will help foster the growth of an innovative society by training students from the polytechnic's School of Information Technology and industry professionals on various enabling technologies and undertaking cutting edge mobile development projects. Innovative mobile solutions and services developed by the Centre will also be promoted and marketed through Nokia and StarHub's distribution channels. [>](#)

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