

December 4, 2013



Mr. Russell Richardson  
General Counsel and Head of Licensing and Compliance  
Information and Communication Technology Authority  
3rd Floor Alissta Towers  
P.O Box 2502  
Grand Cayman KY1-1104  
Cayman Islands

Dear Dr. Richardson,

**Re: LIME'S Misleading statements regarding their 4G LTE service.**

Digicel hereby reinforces its previous complaints with respect to new service launches by LIME, this time it is the 4G LTE service, where once again there is a comprehensive and flagrant disregard for any sense of accuracy regarding the marketing of their LTE service. We have itemized below the catalogue of inaccurate marketing, interviews and press releases generated by LIME over the past 2 weeks.

**21st November 2013**

- Bill McCabe (CEO, LIME) holding and array of LTE handsets, even though he had prior knowledge to the fact LIME will launch a 4G LTE network which does not support voice or smartphones, as confirmed on the 2<sup>nd</sup> December in LIME's Galleria Store and social Media site.
- Press releases in both Cayman News Service and Cayman Compass both stating speeds of 40 to 70 Gbps. Clearly LIME's network will, as a theoretical maximum, reach 40 to 100 Mbps and for download speeds only.
- Cayman 27 Article stating it will open a new era in communication, even though LIME had prior knowledge of the fact LIME will launch a 4G LTE network which does not support voice or smartphones, as confirmed on the 2<sup>nd</sup> December in LIME's Galleria Store and Social Media site.

**29<sup>th</sup> November 2013**

- LIME Facebook site states smartphones are not supported until February in direct conflict of the license obligation to bring advanced voice and data services to 70% of the Cayman Islands by 30<sup>th</sup> November 2013.
- LIME Galleria Store stating that prepaid service will not be available until May/June 2014 in direct conflict of the license obligation to bring advanced voice and data services to 70% of the Cayman Islands by 30<sup>th</sup> November 2013.

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- LIME Social Media site publish a pre-launch drive test of the Digicel 1800MHz LTE Network and compare it to a cartoon diagram of their own network. Misleading the market to the accuracy of coverage supplied by both Service providers.
- 1. Bill McCabe states the LIME network is capable of 100Mbps, as this is the theoretical maximum speed of an LTE network Digicel would like a live network demonstration of these speeds. Cayman27 <http://www.cayman27.com.ky/2013/11/29/4g-lte-arrives-in-cayman>
- 2. As for the POS material the statements contained therein just beggar belief:
  - ***"The evolution is here, get your phones etc"***. even though LIME have full knowledge that their 4G LTE network which does not support voice or smartphones, as confirmed on the 2<sup>nd</sup> December in LIME's Galleria Store and social Media site.
  - ***"LIME will use the 700MHz spectrum, Digicel will use the 1800MHz band"***, which of course is factually incorrect as Digicel have both 1800 and 700MHz.
  - ***"700 MHz is the preferred LTE frequency band in the USA"***, is an inaccurate statement, of the multitude of documents and articles relating to the AWS band would reveal, as an example

<http://www.fiercewireless.com/story/verizon-starts-deploying-lte-its-aws-spectrum/2013-10-15>

"Verizon has been seeding LTE devices into its lineup that can take advantage of 1700/2100 MHz AWS spectrum. Those airwaves are the same ones T-Mobile US (NYSE:TMUS) is using for its LTE network, which now covers 202 million POPs. **AWS is the most popular band for LTE in the Americas**, according to Tolaga Research.

- ***"You will need a phone that is LTE capable – the latest Smartphones are LTE ready etc."*** even though LIME have full knowledge that their 4G LTE network which does not support voice or smartphones, as confirmed on the 2<sup>nd</sup> December in LIME's Galleria Store and Social Media site.



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Digicel demands that

- LIME ceases all misleading advertising for its LTE, or indeed any mobile network;
- LIME publishes a retraction in the Caymanian Compass and also on Cayman27 of at least equal prominence and frequency to its misleading advertising to date. In particular LIME must publish a statement of apology, that it coverage tested Digicel's LTE network prior to launch on the 28th November and subsequently tested Digicel's network on the 29th November during maintenance windows, and with intent, published the results of that test in both Social Media and prominent advertising space in the Cayman Compass with the intent to mislead the public about the coverage of Digicel's LTE's network.

Digicel is also requesting, under the cover of a separate letter, that the ICTA consider retracting LIME's 700MHz spectrum license as they have categorically failed to deliver on their "Beauty Parade" promises to deliver Voice and Data services to 70% of the population of the Cayman Islands.

Yours sincerely,  
**Digicel Cayman Ltd**



Chris Hayman  
Chief Executive Officer



## LIME bringing 4G LTE to Cayman by year end

Posted on Thu, 21/11/2013 - 21:02 in [Technology](#)



**(CNS Business):** Telecommunications firm LIME Cayman Islands is introducing 4G LTE at the end of November to significantly boost the speeds of its mobile data services. LIME says its customers will see speeds of between 40Gbps and 70Gbps, which means they will be able to run business applications from anywhere, just as if they were in the office, and promises improved indoor coverage and quality of service. "4G LTE provides the network capability that the best smartphones were made for, allowing customers to watch HD in real time and download files in super-fast time," said CEO Bill McCabe.

He said the new Long Term Evolution (LTE) 4G wireless communications standard would "open up a new horizon of opportunities for all sorts of wireless applications that will simplify lives, keep people better connected and even change the way we work and play. LIME is committed to providing a first-world infrastructure to these islands which will ensure we can compete globally."

While customers will have to wait for a few weeks, McCabe made the first 4G LTE data call on Monday 18 November from the LIME offices at One Technology Square, marking what the firm claims is a significant milestone in bringing next generation mobile capabilities to Cayman.

He said, "Just over two years after launching 4G mobile service across all three of the Cayman Islands, LIME is taking the next step in the mobile evolution to provide super-fast, mobile data services on the next generation of technology."

Kurt Tibbetts, Minister for Planning, Lands, Agriculture, Housing and Infrastructure, commented, "LTE will significantly reposition the Cayman market, customers want more real-time applications and content-rich entertainment services delivered to their mobile devices. 4G LTE is definitely the way to do it. The Cayman Islands continues to lead the region with the latest in innovation and world-class services which will support growth in its key industries."

# LIME launching faster mobile data service

25 November, 2013

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LIME Cayman Islands announced 4G LTE services will be available from the end of November.

Two years after launching 4G mobile service across the Cayman Islands, LIME is taking the next step in the mobile evolution to provide faster mobile data services on the next generation of technology, said Bill McCabe, CEO LIME Cayman Islands.

The new service provides the network capability that the best smartphones were designed for, allowing customers to watch HD in real time and faster download files, he said.

Customers will see speeds of between 40Gbps and 70Gbps, which means users will be able to run business applications from anywhere. The spectrum that LIME Cayman Islands will use to deliver 4G LTE will bring significant benefits with much improved indoor coverage and quality of service, according to LIME.

"It will open up a new horizon of opportunities for all sorts of wireless applications that will simplify lives, keep people better connected and even change the way we work and play. LIME is committed to providing a first-world infrastructure to these islands which will ensure we can compete globally," Mr. McCabe said.

Centre for your chance to win a Google Nexus Tablet and 1 year's 4G LTE data.



The Evolution Has Arrived

Introducing **4G LTE** first

Only on LIME, Cayman's biggest 4G LTE network.

Value Every Moment

**LIME**

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1

10 people like this.

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Write a comment...



**LIME Cayman Islands** Hi Corey this is only available for data i.e. tablets mifis etc not for smartphones until February. Sorry.  
Like · Reply · November 29 at 3:10pm



**Corey Randolph** So is this available to our phones now? We had signed up back when my plan came out.  
Like · Reply · November 29 at 12:17pm via mobile

Write a comment...



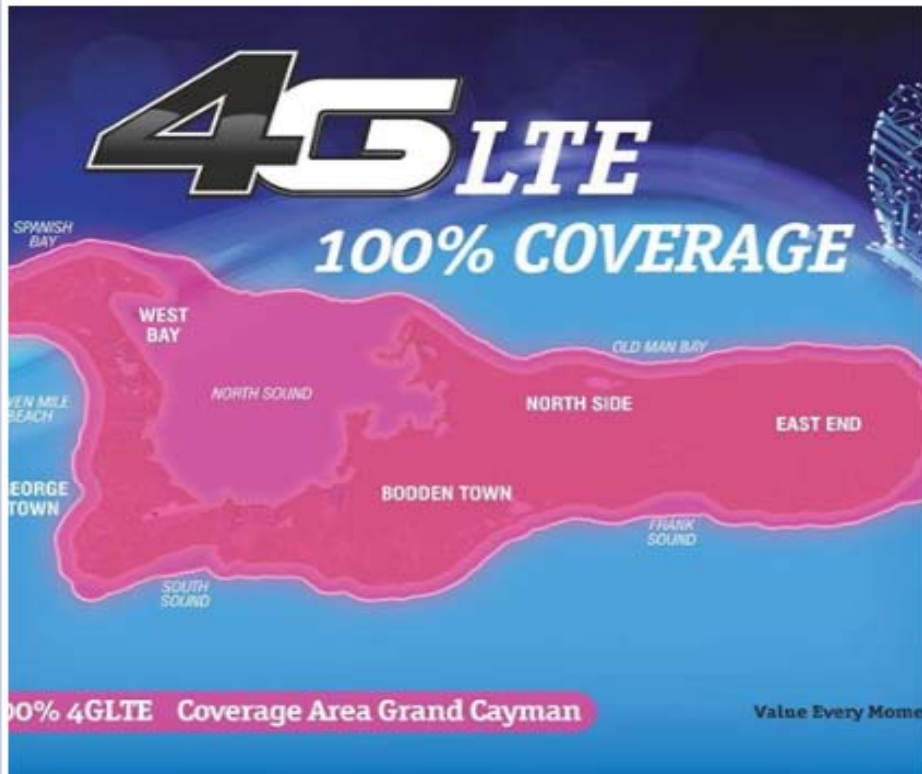
**LIME Cayman Islands**  
November 28

Have you been following the clues? #triddimeoftheislands is



**LIME Cayman Islands**

November 30



Like · Comment · Share

1

9 people like this.



Write a comment...



**Raymond Gayle** What about the sister islands, are they covered with this technology as well?

Like · Reply · November 30 at 5:58am



**LIME Cayman Islands**

November 29

What do you think makes our islands so special? Tell us at #riddimoftheislands



**LIME Cayman Islands**

November 30

We are live with 4G LTE. Visit the LIME Galleria Experience Centre for your change to win a Google Nexus Tablet and 1 year's 4G LTE data.

The Evolution Has Arrived

Introducing **4G LTE** first

Only on LIME, Cayman's biggest 4G LTE network.

Value Every Moment

Like · Comment · Share

4 people like this.

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Write a comment...



**Bob J. Truchan** Come to Little Cayman to show it off

Like · Reply · November 30 at 10:01am