



# Digicel

The Bigger, Better Network.  
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Mr. David Archbold  
Managing Director  
Information and Communication Technology Authority  
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Dear Mr. Archbold,

### **LIME'S '4G' False Advertisement**

Digicel would like to draw your attention to the attached ad by LIME in which they state that they are the first to launch 4G services in the Cayman Islands and the Caribbean. This ad is clearly misleading and is false as Digicel launched its Wimax 802.16.e network in December 2010 and according to the ITU it also classed as 4G [http://www.itu.int/net/pressoffice/press\\_releases/2010/48.aspx](http://www.itu.int/net/pressoffice/press_releases/2010/48.aspx). Digicel also launched Wimax 802.16.e network in Jamaica in 2010 and therefore LIME's of being the first to launch 4G in the Caribbean is also false and misleading.

Following a detailed evaluation against stringent technical and operational criteria, ITU has determined that "LTE-Advanced" and "WirelessMAN-Advanced" should be accorded the official designation of IMT-Advanced. As the most advanced technologies currently defined for global wireless mobile broadband communications, IMT-Advanced is considered as "4G", although it is recognized that this term, while undefined, may also be applied to the forerunners of these technologies, LTE and WiMax, and to other evolved 3G technologies providing a substantial level of improvement in performance and capabilities with respect to the initial third generation systems now deployed. The detailed specifications of the IMT-Advanced technologies will be provided in a new ITU-R Recommendation expected in early 2012.

Digicel would like the ICTA to take the necessary steps to stop LIME from making false advertisement specifically related to them being the first to launch 4G in the Cayman and the Caribbean.

Yours sincerely,

Victor Corcoran  
Chief Executive Officer

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**4G** is world class cutting edge technology

**4G** is faster mobile internet access – 60X faster than 2G

**4G** is blazing download speeds – Songs in seconds,  
movies in minutes

Up  
to **60x**  
faster

**4G IS ME.**

The first 4G network in the LIME Caribbean.

Faster, smarter, better than ever before.

Learn more at [lime.com/4G](http://lime.com/4G)

LIME. For living. Everyday.

LIME