

AIS Next G boasts 1Gbps speed

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The largest mobile operator, Advanced Info Service (AIS), in collaboration with Korea Telecom and Samsung, has rolled out AIS Next G, which claims to be the first high-speed network offering 1 gigabit per second (1Gbps) in Asean.

The AIS Next G network integrates the company's 4G and WiFi networks, allowing customers to enjoy internet speeds of up to 1Gbps in areas where the two networks are available.

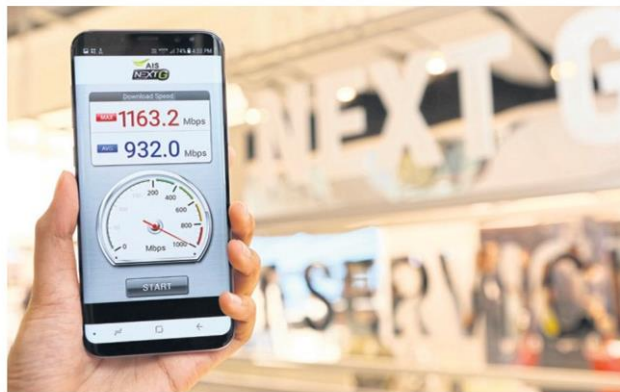
Pratthana Leelapanang, acting chief of marketing, said AIS Next G has been designed for use with high-speed internet, including live content in real time, film streaming or 4K-high-resolution video, downloading/uploading large files, augmented reality and voice or video transmission via the Cloud System.

This is the beginning of the mobile phone's network development for the next generation that will go beyond 4G and 4.5G speeds.

The new network is available in major provinces nationwide. AIS now has 49,000 base stations for its 4G network and 80,000 WiFi hot spots throughout the country.

At present, only four handset models are compatible with the new network: Samsung Galaxy S8, S8+, S7 and S7 Edge. Other Samsung models and brands will be available in the future.

AIS and Samsung have been



AIS Next G promises the fastest speeds in Asean by integrating the company's 4G and WiFi networks.

co-developing AIS Next G firmware for Samsung smartphones.

To use the new network, AIS customers who have applicable Samsung models are required to update to the latest version of Firmware Over The Air on Samsung Galaxy. Once the update is complete, Next G will be shown in the settings menu.

Mr Pratthana said the launch of the new network is a step ahead of its competitors, especially in the era of video-on-demand, along with the development of the Internet of Things and 5G technology.

Meanwhile, AIS spent more than 40 million baht renovating the AIS Shop on the 4th floor of CentralWorld.

The shop has been redesigned as a centre for technological innovations in the digital world, said Bussaya Satirapitkul, executive president of customer

service management.

In addition to trying out new experiences, customers can explore a wide variety of products from leading brands.

The shop also serves as a gallery for the products on offer. Each product is exhibited on AIS Intelligent Unit to provide what the company calls the "ultimate experience." New products will be rotated so that customers can experience them before anyone else.

In addition, AIS is enhancing the capacities of its AIS Shop staff, training them as "Digital Gurus" able to advise and assist customers professionally while delivering new service innovations.

AIS is considering gradually renovating other existing AIS shops to serve its digital life concept. There are now 140 AIS's shops nationwide.