

# AIS boasts region's top speeds for mobile

**SIRIVISH TOOMGUM**  
THE NATION

ADVANCED Info Service (AIS) yesterday kicked off its next generation cellular network, which it claims is the first in Southeast Asia to offer connection speeds of up to 1 gigabit per second.

There are only four Samsung mobile phone models available now – the Galaxy S8, S8+, S7 and S7 Edge – that can be made compatible with the “AIS Next G” service by downloading the latest version of firmware from AIS.

More compatible models of Samsung and other brands will go on offer soon.

Pratthana Leelapanang, acting chief marketing officer, said AIS worked with mobile phone maker Samsung and telecommunications operator Korea Telecom, both from South Korea, to develop this next generation network.

## Network options

The next generation network technology allows subscribers to enjoy high-speed Internet access at

up to 1Gbps where AIS' 4G mobile phone network and its Wi-Fi Internet network are present in the same area.

As of the end of the second quarter, AIS counted 15.8 million 4G customers, 49,000 4G cellular base stations and 80,000 Wi-Fi hot spots nationwide.

The launch of the high-speed services was aimed at giving a new experience to customers, AIS said, and coincides with the company's unveiling of a Bt40 million renovation of its shop on the fourth floor of the CentralWorld shopping mall.

The mobile operator says the store revamp caters, in particular, to the lifestyles of next generation customers.

Based on the AIS The Digital Gallery concept, the new AIS Shop features five zones, including the Digital Gallery displaying cutting-edge innovations from leading brands including smartphones, wearable tracking devices for health-conscious people, and drones.

Bussaya Satirapipatkul, executive vice president for customer service management, said AIS had considered redesigning its other major customer service shops in some areas with the same concept.