EE Launches 4G+ Network in Central London

Thursday 30 October, 2014

Commenting on the news that EE switched on its 4G+ network in central London today, Ernest Doku, mobiles expert at uSwitch.com, says:

"It's fair to say that most consumers are only just getting their heads around 4G, and now it looks like 4G+ is here. With the world's fastest mobile speeds now available in London, the UK can finally jostle on the world stage as a leader in connectivity.

"It's a unique opportunity for EE, putting them in an exclusive position within the market and allowing the network to flex its 4G muscles and make the most of the spectrum at its disposal. While it only covers a small area, and a small range of devices, it's an exciting start for 4G+ and proof of concept for those lucky enough to work in the Square Mile.

"We may eventually see the same tech deliver speeds *faster* than fixed line broadband in the UK, which could be a life changing concept for those people stranded by a painfully slow rural rollout. Hopefully, these new developments will start to bring a range of innovative new services to the fore.

"Other networks will have a tough job ahead of them if they are to keep pace - with the key areas for competition including services, value adds and customer preference. Handset fatigue has already set in, and despite Samsung phones being at the forefront of tech with compatibility for Cat. 6, their recent performance is seriously lagging and more manufacturers will need to step up to the plate if 4G+ is to be successful.

"EE has already blazed a trail in 4G availability and speed; now the combination of USPs and more competitive pricing will increasingly be the decisive factors people look for when choosing a network."

For further information please contact:

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About us

uSwitch is an online and telephone price comparison and switching service, helping consumers get a better deal on gas, electricity, home phone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. Energy customers have the option to create an account to automatically monitor the market and notify them when they can move to a cheaper tariff - making future comparisons even simpler and faster. Broadband customers can conduct a speed test to find out how fast their broadband is and to identify the best broadband provider for their postcode.

uSwitch was the first comparison site to achieve the Plain English Campaign's Internet Crystal Mark, recognising that it has clear language, is accessible and easy to use.

uSwitch has a UK contact centre which is manned by energy and broadband experts. The 'Send Us Your Bill' service allows customers to post their latest energy bills to FREEPOST USWITCH in order to receive a free call back to be guided through the comparison process. Alternatively, consumers can email customerservices@uswitch.com with their postcode and usage details. uSwitch's address is Notcutt House, 36 Southwark Bridge Rd, London, SE1 9EU.

uSwitch is backed by LDC, the leading UK mid-market private equity house, and Forward Internet Group Limited, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.

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