



Friday 17 March

WILTSHIRE MEMORIAL HALL BECOMES THE LATEST COMMUNITY HUB ENJOYING MOBILE COVERAGE ON VODAFONE'S NEW RURAL PROGRAMME

- Maiden Bradley Memorial Hall near Warminster, Wiltshire, receives reliable Vodafone 3G mobile coverage for the first time
- Latest community hub to go live in Vodafone's Community Indoor Sure Signal programme

Maiden Bradley Memorial Hall is the latest community hub to receive indoor mobile voice and data coverage under Vodafone's Community Indoor Sure Signal (CISS) programme. Vodafone's innovative mini-mast has been placed inside the hall, bringing much needed mobile communications to community groups and visitors.

Reliable indoor coverage can be difficult to achieve in certain buildings, including old properties with thick walls, or those located in extreme rural and remote areas. The Community Indoor Sure Signal programme is focused on bringing Vodafone indoor coverage to community hubs, such as pubs, village halls and local centres across the country.

The femtocell technology used in Community Indoor Sure Signal is similar to that deployed by Vodafone in its successful Rural Open Sure Signal (ROSS) programme, which brought reliable mobile coverage to 84 rural not-spots across the country, including four across Wiltshire. The units - about the size of a standard domestic router - provide 3G mobile coverage in a building when connected to an existing fixed broadband line.

Jorge Fernandes, Vodafone UK Chief Technology Officer, said: "We want all our customers to enjoy the benefits of mobile connectivity wherever they are. We remain committed to bringing coverage to rural communities like Maiden Bradley."

Andrew Murrison, MP for South West Wiltshire added: "I'm very pleased that Vodafone's rural programme will bring 3G coverage to Maiden Bradley Memorial Hall where it will be of great benefit to local residents,"

Vodafone UK

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England
www.vodafone.co.uk

Vodafone UK Media Relations

Telephone: +44 (0) 1635 693 693



Mel Thomas, Chairman of the Maiden Bradley Memorial Hall added: "With the help of the Vodafone Community Indoor Sure Signal, the people of Maiden Bradley who use Vodafone can now use their mobile phones within the vicinity of the Memorial Hall."

For more information please contact

Vodafone UK Media Relations

01635 693 693

<http://mediacentre.vodafone.co.uk/>

Notes to editors:

- Further information on Maiden Bradley Memorial Hall is available at www.maidenbradleyhall.co.uk
- Launched CISS programme locations are:
 - The Bear and Ragged Staff, Bransford, near Worcester (pilot)
 - Wortwell Bell Inn, Harleston, South Norfolk
- Vodafone is still accepting applications for the CISS programme. In order for the technology to work, the rural community centre requires an existing broadband connection with unlimited broadband package, download speeds of at least 4Mbps download and 2Mbps upload speeds and a power source (normal 3-pin plug). The applicant will also require the broadband bill payer's permission. Further information and application details are available at www.vodafone.co.uk/rural
- The programme involves the use of innovative 'femtocell' technology. Vodafone UK has pioneered the use of this technology with:
 - Vodafone Sure Signal. Launched in 2009, the Vodafone Sure Signal boosts in-building 3G coverage by plugging straight into a home broadband line. For more information visit www.vodafone.co.uk/suresignal
 - Rural Open Sure Signal (ROSS) programme. Launched in 2014, small ROSS boxes are placed on buildings throughout rural communities. 84 communities are now live across the country. For more information please visit www.vodafone.co.uk/rural.

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