



Aether Mobile Press Release

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UK Visitors prepared for lower mobile charges with Aether

Inbound Tourism to the UK is on the increase, with approximately 5% increase in visitors from 2013 to 2014.

There are currently a number of mobile networks operating in the UK, and they all have their own USP. They may offer convenient contract tariffs, monthly prepaid tariffs, bolt on deals for added benefits, SIM only deals with a lower monthly fee enabling the customer to use their own handset, or low outbound international calling rates for customers who call loved ones overseas regularly. The majority of the offers on the market require a monthly commitment from the customer, even if they don't use their SIM to its full capacity. However, not many of these offer flexibility, good all-round option that suits the UK inbound tourist. The market needed a service providing access low rates for calls, texts and data and also giving the added benefit of low international calls.



Aether's UK SIM is completely hassle free with everything you need to get you started in the UK. Upon arrival in the UK customers simply insert the SIM into their handset or device and they have instant access to make calls, send and receive text messages, use apps and access the internet. There is no requirement by customers to top up the SIM with credit every month, therefore, one of the many benefits of the Aether SIM is the ability to simply dispose of the SIM when it is no longer needed.

International calling from the Aether SIM is deliberately low in order to appeal to those who need to call abroad. For example, calls to the USA, China, India and Canada are all 4p/minute. Customers do not have to buy an additional package to benefit from these rates; it's all part and parcel of the low cost offer from Aether.

The SIM can also be used for low cost roaming in the EU. Aether offers no complicated plans, customers do not need to commit to a monthly payment for services they may not use, and there are no contracts.

For visitors who have onward travel plans after their visit to the UK, then a roaming SIM is a better option. A roaming SIM offers low cost mobile access and data access in multiple countries and provides low rates for making and receiving calls, sending text messages (receiving a text message should be free on all networks), and using data for accessing the internet, accessing apps on your phone and sending and receiving emails.

One of the most reassuring things about both UK and Roaming services, is that there is no commitment required by customers. As the services are both prepaid pay as you go, customers just pay for what they use, as they use it. Customers can use the SIM as much, or as little, as they

like and only need to top up when their account runs out of credit. It is a very simple approach in what can be a very complicated industry.

Aether Mobile provides services to customers all over the world, and more information on their UK SIM can be found at www.aether-mobile.co.uk, and further details on the roaming service can be found at www.aether-mobile.com.

About Aether Mobile

Aether Mobile, launched in 2009, offers low cost roaming mobile services to personal and business customers worldwide. The service covers 175 countries worldwide, and has network agreements with over 1100 networks, thus offering greater coverage than many other Tier 1 Network Operators. Rates for voice, SMS and data are between 30% and 80% lower than worldwide network operators roaming rates, enabling customers to get better service and make sizable savings on their roaming bills. Aether also operates a UK network providing low cost UK voice, text and data services. The service is contract free and commitment free, with no requirement by the network to top up each month. Customers manage their accounts and use the service as needed. International calling is low, and EU roaming is provided at competitive rates. Ideal for light mobile users and UK visitors.

Contact:

samantha.osborough@aether-mobile.com