

Heita! 8ta is SA's fourth mobile operator

SA has a fourth mobile operator. Telkom took the lid off 8ta at a glittering event at Lanseria airport on Thursday evening, 14 October 2010, offering voice and data rates that look set to shake up the country's telecommunications industry.



powered by Telkom

The launch of 8ta - which was preceded by an intense teaser campaign around the "Heita" brand - signals the fixed-line operator's first foray into the country's competitive cellular phone industry.

Continue reading the [full article](#), as well as [live blogging reports](#) from last night's event, at www.TechCentral.co.za.

A promotional banner for 8ta. At the top left is the 8ta logo. To its right is a navigation bar with links: Home, About, 8ta, 8ta, 8ta, 8ta. The main body of the banner has a black background. On the left, white text reads: 'GET FREE MINUTES when people call You from any SA mobile network'. Below this, in smaller white text: 'For every 3 minutes you receive you get 1 minute free to call'. To the right of this text is a cartoon character with a round white head, a wide smile, and a red and black plaid shirt. The character has its arms raised in a 'V' shape. A pink circular badge with white text '50 FREE' is positioned next to the character. Below the character, a pink plus sign is followed by the text 'Send 5 SMSs and get 50 FREE, for that day'. At the bottom of the banner, there are two circular icons. The left one is a black circle with a white 'i' and the text 'How do I get 50 free minutes?'. The right one is a black circle with a white 'i' and the text 'How do I get 50 free minutes?'. Below these icons is a pink button with the text 'Learn More'. At the bottom right of the banner is a small, stylized black and white illustration of a person's head and shoulders.

[click to enlarge](#)

**Helita. Your
 new mobile
 network's here.**



How do I get 8.ta and activate on my mobile phone from participating stores.

[Click here](#)



Where do I get 8.ta [Click here](#)

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