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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.

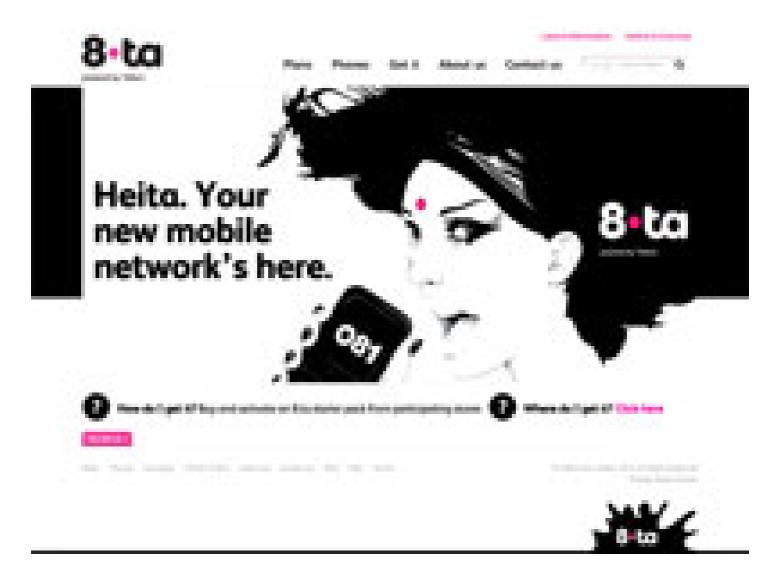


The launch of 8ta - which was preceded by an intense teaser campaign around the "Heita" brand - signals the fixed-line operator's first foray into the country's competitive cellular phone industry.

Continue reading the <u>full article</u>, as well as <u>live blogging reports</u> from last night's event, at <u>www.TechCentral.co.za</u>.



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