

Network update

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September network update

Optimized customer experience at Letzigrund

On September 20, Zurich's Letzigrund stadium hosted the only Swiss stopover of the Rolling Stones' «No Filter» tour. The event, which drew some 50'000 visitors, was the first to benefit from a recent revamp of the venue's infrastructure in terms of mobile technology, which is particularly conspicuous for live streaming enthusiasts.

In collaboration with other operators, Salt participated in the installation of 12 brand new sectors in the stadium which significantly improved the customer experience in both voice and data transmission. During the whole concert, which lasted about 3 hours, a total uplink traffic of 43 GB was generated and call setup rates peaked at 1'400 per hour with a success rate of more than 99%.



Recording live musical and artistic performances for individual souvenirs and sharing with personal contacts with connected devices is a very common phenomenon nowadays. Above, the Rolling Stones' «No Filter» tour stopping over in Zurich on September 20.

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Several other stadiums such as St. Jacob in Basel but also La Praille in Geneva still need to undergo similar upgrades in the coming months. This is part of Salt's network development strategy and dedicated investment programme for special venues.

A. Schönenberger, CEO Salt Mobile: «With the proliferation of musical content, being able to attend, document and broadcast artistic performances is a major differentiating element for fans. I am very happy to support the music industry in the transformation of its concert platforms thereby allowing spectators to treasure and share unique artistic moments».

Salt also upgraded several existing antenna sites with 4G technology. In September, antenna upgrades took place in Lugano, Valzeina, Glarus, Wildberg and Lausanne where our clients can perceive a technology upgrade.

Salt's attractive products comprise personal, straightforward and efficient flat rate subscriptions such as Plus Swiss at CHF 59.- per month, Plus Europe at CHF 89.- as well as the company's Young and Senior offering: Plus Basic Young and Plus Basic Senior at CHF 25.- and Plus Swiss Young and Plus Swiss Senior at CHF 49.- per month.

More information:

Benjamin Petrzilka
Media & PR Manager
+41 78 787 64 79

media@salt.ch, salt.ch, facebook.com/Saltmobile,
twitter.com/Saltmobile_DE (German) or twitter.com/Saltmobile_FR (French), youtube.com/saltswiss

About Salt Mobile SA: With Plus (Start, Basic, Swiss, Europe, World), Young and Surf, Salt offers personal, straightforward and efficient flat rate subscriptions for everyone. Salt's mobile network has been rated "very good" by Connect magazine and in a study performed by SIQT in 2017, its customer service was given the mention "best customer care" for both the pre- & postpaid category. At up to 300 Mbps and no extra costs, Salt customers can surf on the fastest available internet connection (4G+) – without any speed or volume limitations. Salt Mobile SA in figures: 1.203 million postpaid customers (as of 31/12/2016), 87 Salt Stores and 4G coverage of 97% of Switzerland's population. Salt Mobile SA is fully owned by NJJ.