



MEDIA RELEASE

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Adam Internet loops Telstra over Naked DSL negotiations

Leading South Australian Internet Service Provider (ISP), Adam Internet, will launch its Unconditioned Local Loop (ULL) service, also known as Naked DSL, at 1pm on Wednesday 9 April.

The decision comes despite Telstra's submission of its new ULL pricing model to the country's competition watchdog, the Australian Competition and Consumer Commission (ACCC). This submission has resulted in lengthy delays in the ACCC issuing its remaining pricing determinations for access seekers, such as Adam Internet.

While some ISPs are now able to market their Naked DSL services according to revised pricing, which was issued prior to the submission of the new model, others - such as Adam Internet, are forced to await determinations while facing charges double those of their competitors.

"It is unreasonable to expect our customers to pay double that of our competitors, when, essentially, the product should be saving them money. Adam Internet has decided to absorb the cost until the ACCC's determination later this year and pass these savings on to our customers today," said Adam Internet Managing Director, Scott Hicks.

Despite the fact that Adam Internet has not yet won the pricing determinations, which is expected to occur in 4-5 months time, in the interest of competition and convenience to its customers, Adam Internet will launch its Naked DSL service at the market rate until the decision is made final.

While the move will result in a considerable cost to Adam Internet, the decision has been made with customers' needs in mind.

Naked DSL services remove the need for customers to rent a traditional fixed line from Telstra or any other phone provider, ensuring they can purchase cost effective DSL broadband solutions – as well as considerably less expensive telephone calls using Voice over Internet Protocol (VoIP).

Historically, ISPs have only been able to provide broadband ADSL services if an associated landline was also rented at a cost of \$20 to \$30 per month on average. However, with the release of Adam Internet's ULL technology, DSL – the most popular broadband service – will be offered to customers without the requirement that they commit to a landline service.

"Finally, South Australians have been given the option to get rid of their rarely used phone lines, to instead adopt a technology that can offer high speed broadband services, with the ability to significantly save on calls," Mr Hicks said.

Customers that wish to sign up for Naked DSL are able to sign up post launch on Wednesday through the website www.adam.com.au/products_home_naked_dsl.php or via the sales desk on (08) 8423 4000.

Further media information:

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