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## @lantic lowers ADSL costs

@lantic announced today that they will offer 3 uncapped products including ADSL line and uncapped data bundles all of which will be managed on the Vox Telecom infrastructure. These offers include the monthly Telkom ADSL line rental component which amounts to R152 on a 384k line.

According to Dederick Venter, Marketing Director of @lantic, the cost of broadband is however still too high in South Africa.

Uncapped 384 usage	- Include 384 DSL line + uncapped ADSL	R339
Uncapped 512 usage	- Include 512 DSL line + uncapped ADSL	R589
Uncapped 4096 usage	- Include 4096 DSL line + uncapped ADSL	R889

According to Venter, "We support the reduction of broadband prices in South Africa and trust that this latest move from the third largest consumer ISP in South Africa will force the hand of the incumbent operators who stubbornly protect their revenue streams to the detriment of consumers. As a developing country South Africa needs a greater amount of broadband uptake and that can only be achieved by a reduction on wholesale prices and the unbundling of the local loop. Only once these issues are dealt with will we see truly competitive prices for the consumer."

Venter adds, "It is not in the best interest of service providers to start a price war amongst ourselves but due to the constraints imposed by Telkom and the lack of decisive action from ICASA and the DOC we simply cannot afford to sit and wait any more."

Venter commented that "The lack of true wholesale options from the cellular providers and Telkom make it almost impossible to compete on equal footing. The commercial effectiveness and entrepreneurial spirit of companies like @lantic however still provides us with an edge over the larger operators."

### About @lantic

@lantic is one of the largest independent consumer ISPs in South Africa and has been trading for the past 14 years. @lantic is a wholly owned subsidiary of the Vox Telecom group. It is a franchise-driven business with a customer base of over 140,000 subscribers. @lantic has 139 franchised branches nationwide, as well as more than 700 second-tier resellers. @lantic provides ADSL, dial-up, wireless internet (3G/HSDPA and iBurst), VoIP, PABX and hosting services to the consumer and small business market.

Visit [www.lantic.net](http://www.lantic.net) for more information.

### @lantic

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