MTN to deliver Windows devices to African markets

MTN will be a key operator in Africa to deliver Windows Phone 8 and Windows 8 devices to its customers in South Africa in November, with Ghana and Nigeria following in December.

As part of its strategic alliance with Microsoft, MTN customers in South Africa, Ghana and Nigeria will be among the first users in the world to experience the Windows 8 and Windows Phone 8 operating systems. Windows 8 and Windows Phone 8 devices will be available in other MTN markets shortly afterwards.

The launch of Windows 8 and Windows Phone 8 devices in MTN markets is integral to MTN's aim to offer customers a rich and dynamic digital services user experience.

"MTN is particularly excited about the alliance with Microsoft as it ties in perfectly with our customer-centricity approach. Our customers have become dynamic consumers of digital services and want immediacy. Windows 8 and Windows Phone 8 allow us to offer them just that," says Christian de Faria, MTN Group chief commercial officer.

Windows 8 and Windows Phone 8 provide users with a unified experience across the PC, phone and tablet.

"Microsoft is delighted to collaborate with MTN to make Windows Phone 8 and Windows 8 available in Africa," says Oran Dror, senior director of Operator Channels, Microsoft Middle East and Africa.

"With Windows 8 and Windows Phone 8, MTN customers will have a fast and fluid experience that comes to life with exciting hardware and applications and interoperability with the cloud."

MTN continues to make significant investments towards network infrastructure across its markets. In South Africa, MTN will soon launch a Long Term Evolution (LTE) network, which will further enhance the user-experience of Windows Phone 8.

"MTN is committed to leading the delivery of a brighter digital world to our customers, and Windows 8 provides an unparalleled digital services experience. To this end, MTN will showcase Microsoft offerings across phones, PCs and tablets in our flagship stores in South Africa and beyond," concludes de Faria.

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