

New opportunities for a modern business

The telecommunications infrastructure in Cyprus is one of the most modern in the region, thanks to Cyprus Telecommunications Authority, otherwise known as CYTA, which operates one of the most technologically advanced telecommunications networks in Europe today.

CYTA is responsible for the development, provision and operation of national and international telecommunications facilities, providing its customers with a wide range of products and services based on market demand and state-of-the-art technology. Aiming at satisfying demand in the best possible way, it offers a rich portfolio of value-for-money, high-quality products and services, both for home and business use. These include fixed and mobile telephony, internet access and broadband applications, with particular emphasis on value added products and services, such as various multimedia services, that promise to be a dominant business activity in the next decade.

In parallel, CYTA is constantly upgrading its infrastructure and expanding the coverage of its mobile telephony network. In 2004, CYTA signed a Network Partnership Agreement with Vodafone, the world's largest mobile communication company. As a result, the new brand name for CYTA mobile telephony is now Cytamobile-Vodafone. With this agreement, Cytamobile becomes the exclusive Vodafone partner in Cyprus. CYTA is now focusing on broadband applications and has recently introduced in service mVision, a versatile product employing the latest ADSL technology to offer simultaneous use of digital interactive TV, video on demand, telephony and fast internet access via a single telephone fixed line.

Taking advantage of the island's privileged geographical location at the crossroads of three continents, CytaGlobal, the international division of CYTA, has developed an extensive submarine fibre optic cable network, which connects Cyprus with neighbouring countries and thereafter with the rest of the world. CytaGlobal participates in various regional and global cable systems such as the SEA-ME-WE 3, which links Western Europe



and South Eastern Asia via the Mediterranean and the Middle East, and Med Nautilus which connects the Mediterranean with Western Europe and beyond. In addition, CytaGlobal participates actively in the Black Sea Fibre Optic Cable System (BSFOCS), which provides connectivity to CYTA network via terrestrial networks in Bulgaria and Greece.

In parallel to submarine cable systems, CytaGlobal also operates an extensive network of satellite earth stations, which are linked to INTELSAT, EUTELSAT and ASIASAT satellite systems, as well as to INTERSPUTNIK, SES GLOBAL and ARABSAT. Specialised satellite services such as video turnaround services are also provided by CYTA's wholly-owned subsidiary, Iris Gateway Satellite Services Ltd.

With Cyprus' accession to the European Union and the creation of the new Europe, Cyprus has become the European Union's new border in the Eastern Mediterranean and new horizons are opening for CYTA. CYTA's consistent efforts to establish Cyprus as an

important telecommunications hub and the telecommunications bridge between east and west have now taken on a new dimension.

In addition, CYTA has recently intensified its efforts in expanding its operations abroad and establishing strong Points-of-Presence, especially in countries with significant Cypriot communities. The result of this strategy was the decision to establish Cyta Hellas SA and Cyta UK Ltd, wholly-owned subsidiaries in Greece and the United Kingdom, respectively. CYTA Hellas and CYTA UK in association with CytaGlobal have created CytaWorld.Net, a state-of-the-art private MPLS network with nodes in Nicosia, Athens and London and with additional international extensions beyond. During the initial stages of their operation CYTA UK Ltd and CYTA Hellas SA have focused their efforts on the provision of products and services to corporate customers and telecommunications providers. Currently CYTA UK is on the verge of providing voice and internet services on a retail basis, in the UK. **CEO**

