

# Uganda Telecom's 3G network boosts picture messaging



By [Walter Wafula](#)

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Subscribers on the Uganda Telecom network can now send and receive picture messages, following the upgrading of its network to third generation (3G).

Based on its new capacity, Uganda Telecom (UT) has unveiled a new Multimedia Messaging Service (MMS) promotion dubbed MaMaSita to create awareness about the innovation.

"In this new MMS promotion, subscribers get to take and send pictures of whom they consider their Miss Uganda to a short code 8008 and stand a chance to win a day full of pampering and fun with their MaMaSita," said Mark Kaheru UT's public relations manager while unveiling the campaign in Kampala on July 26.

Kaheru said, to participate in the subscribers can send picture messages of either their wives, mothers, daughters, sisters, girlfriends, with a short description of why she is your MaMaSita. "Your MaMaSita preferably should be somebody who plays a constant and significant role in your life."

"This promotion is intended to recognise the role that women play in our lives. It's not about her beauty, it's about what she is to you." Victoria Nabakka, Personal Solutions brand manager, "The promotion is running under our 3G platform which has created a lot of excitement since it was launched. This promotion will therefore give our subscribers the opportunity to experience the thrill of sending and receiving MMS."

Participants will incur UGX300 to send the messages and can only participate with a phone that is GPRS/EDGE/2G/3G compatible. Last month, based on the same technology, UT unveiled the 3G Mobile Broadband card a pocket-sized USB device that users can plug into either their laptops or personal computers to access and surf the internet.

## ABOUT WALTER WAFULA

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