Unicel Expands Wireless Network In Greater Bend

by Bend Weekly News Sources

17 New or Enhanced Cellular Sites, Latest GSM Technology Unicel has announced an expansion of its wireless digital network with the addition of 17 new or enhanced cellular sites in the greater Bend, Oregon area. These improvements are part of the companyâ€™s $10.4 million investment over the past year in central and eastern Oregon, providing services to residents in primarily rural areas as well as in Washington and Idaho.Unicel has been providing cellular service across the Northwest for more than 12 years. The company has recently added or enhanced cellular coverage in the following areas:

-- Greater Bend:
a total of 10 sites serving the greater Bend area have been added or enhanced, including SW Century Drive, Cascade Village Shopping Center, Brosterhous Road, Bend Airport, Ward Road in East Bend, Reed Market Road, Columbia Park, Tumalo, St. Charles Medical Center, and Scalehouse Road

-- Prineville: strengthening coverage in Prineville with two sites, one downtown and another northwest of town on Highway 26

-- Redmond: enhancing Unicel's signal for more reliable coverage in North Redmond as well as South Redmond

-- La Pine: providing service to La Pine and U.S. 97 south of Bend

-- Sisters: bringing state-of-the-art wireless coverage to Sisters with sites in Black Butte Ranch off U.S. 20

and Aspen Lakes Golf CourseResidents, travelers, and business people will reap many benefits from this enhanced network. The company plans to add at least three additional sites in greater Bend by the end of 2006.These new developments bring the total number of GSM-capable sites in Oregon to 100, giving customers the benefits of an advanced network. GSM technology is recognized as the worldwide standard for wireless communication.Residents and travelers with GSM phones using the Unicel network will notice improvements through the new sites including: improved coverage/signal strength; a larger calling area; fewer dropped and blocked calls and fewer system busy signals; better voice quality; and high-speed data transfers.

To take advantage of these new features and the improved cellular network, customers need to have GSM-enabled phones.Unicel's new lineup of GSM data-compatible phones, including the Motorola RAZR V3, allow customers to enjoy features including high-resolution video capabilities, custom ringtones, games and weather radar, advanced features such as Unicelâ€™s Pictures2GoSM picture mail and additional services.â€•Unicel is excited to be adding this improved and enhanced coverage in time for the summer season,â€• said Kipp Meleen, sales director for Unicel. â€œWeâ€™re tireless in our efforts to bring big-city wireless communications to rural areas, and customers in Bend and surrounding areas are sure to benefit from this investment.â€•Unicel operates eight retail stores in Oregon, including two in Bend and one in Redmond, and its products and services are also available through numerous agent locations.

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