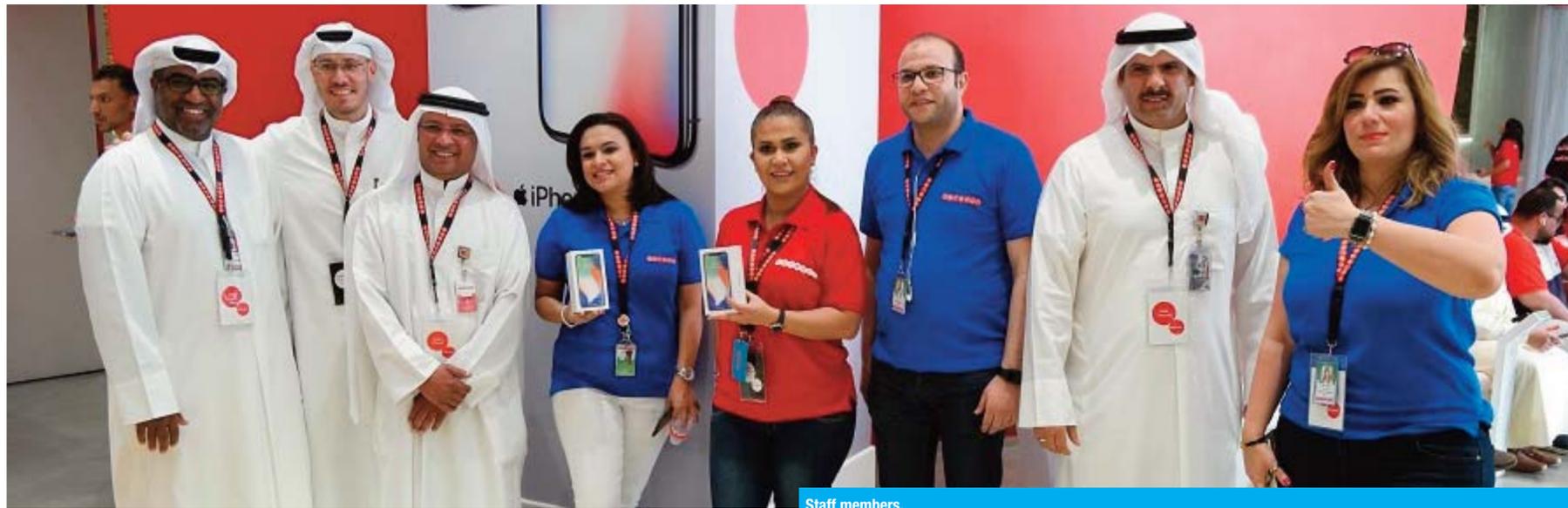


## Technology

# Ooredoo launches iPhone X, achieves highest sales in Kuwait

## Ooredoo hosted 22 participants from youth projects



Staff members.



Dr Hamad Al-Nu'aimi with employees.



Mejbel Al-Ayoub and Fatima Dashti.

Ooredoo Kuwait continued its achievement of one success after another, and one again within one month only it held a highly successful major event, as it launched the distinguished and totally new iPhone X on Friday with a large presence of customers who went to its main premise in the heart of Kuwait city from the early hours of the morning to get the phone within an exclusive and unprecedented package that formed an outstanding mark in the country's communications sector in an event considered the largest and most exciting in Kuwait.

The main premise of the company at its tower received thousands of customers who were keen to attend and take advantage of the exclusive offer the company presented from 8:00 am until 8:00 pm Friday which is Shamel package for KD35 per month only with unlimited local minutes and messages, unlimited internet, unlimited roaming internet in all gulf countries. This offer was available in its Kuwait International Airport and the Avenues mall at the same time.

Several social media personalities, besides the heavy presence of customers, participated in the launch activities including Abboodka, Uhoud Al-Enezi, Danah Tuwaresh, Fatima Al-Mo'men, Hussa Al-Loughani, Vintage Bazza, Mohammad Mirza, Yacoub Bushehri, Omar Al-Othman, Hamad Qalam and Fatima Al-Nassar and they were all keen to broadcast a live coverage of the launch activities. The event was also attended by Ooredoo ambassador Kuwait fence jumping champion horseman Rakan Al-Hasawi in addition to many active youth personalities in the society.

Apple company representatives participated with Ooredoo officials, employees and customers attended the

event of launching the new phone and lauded the activities of the celebrations and praised the efforts of company workers and affirmed the continuation of the strong partnership between Apple and Ooredoo Kuwait.

Ooredoo, out of its social responsibility towards the society and in encouragement of Kuwait youth, it hosted 22 participants from the youth projects in "Ooredoo market" for small projects during the launch ceremony of the iPhone and they presented distinguished products, handicrafts, food and other services to customers and visitors.

The company in cooperation with "Chips Store" presented covers and screen protection for each customer after his subscription process in the exclusive package is completed, with customers expressing their appreciation of the gifts and selected what they like from the largest selection of distinguished and multicolored covers for the new Apple phone.

Due to the large demand for subscribing in the packages and presence of thousands of customers at the company premise Ooredoo was keen on having its employees participate in the ceremony and a large number of them volunteered during the ceremony that lasted more than 12 hours on Friday, and they contributed to organizing the lines in and outside the branch besides the Ooredoo voluntary program as they gave an example in facilitating entry, exit, assistance of customers besides answering their queries and guiding them.

Meanwhile, "Fast Telco" company, which is owned by Ooredoo, was keen to share with its mother company the success and offered the customers who benefited from the exclusive X iPhone offer a three month free internet subscription.



### Main premise received thousands of customers



Some clients

Senior Director, Corporate Communications Mijbil Alayoub said, "We are happy to celebrate with our customers for the fifth consecutive time to launch the iPhone X which is a major event in communications technology this year. We were keen on continuing to present the best and most modern for our customers for competitive prices and advantages, and this comes out of our policy that is based on interest and communications. We also presented outstanding gifts to all our customers who subscribed to the offer which is considered the strongest in Kuwait during the first day as an appreciation for them".

It is worth mentioning that Ooredoo reintroduced the usual Shamel package after the exclusive offer which lasted for one day only ended, customers can get the new iPhone with Shamel package for KD45 per month in all its branches and accredited distributors in Kuwait.

### New generation from iPhone

The new phone comes with a glass back surface with italicized metal characters and the main button on the screen will become as a virtual one instead of being on the phone body. The screen size is 5.8 inches with wireless charging. The Face ID is available on the front side of the phone with several sensors and the camera. Ooredoo thanked the interior ministry represented by the capital traffic department as officers were available throughout the event and contributed to the organization of traffic outside the building as well as entry at the entrance. The company also thanked medical emergencies teams who were also available during the event.

### Ooredoo Geo-Filter on Snap Chat

Ooredoo designed a special filter for this occasion on Snapchat in addition to the company logo and it was used heavily by those present and customers who were on site.



Social media celebrities.



Volunteers took part in organizing Ooredoo campaign.