

U MOBILE FIRST TELCO TO POWER WAZE IN SMART TUNNEL

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From left: Lee, Mohd Noor, Waze Malaysia country lead Kelvin Sim and U Mobile chief technology officer Woon Ooi Yuen in a photo session just before the movement control order came into effect in March.

U MOBILE, the data-centric and award-winning telco, has partnered with Waze and Smart Tunnel to make GPS connectivity possible for all drivers commuting through the world's longest dual-purpose tunnel.

Drivers no longer have to worry about getting lost or taking the wrong exit in the area, thanks to the installation of Bluetooth-enabled hardware devices known as Waze Beacons.

The devices enable seamless connectivity and uninterrupted navigation even in areas where there is limited GPS signal reception through the emission of wireless signals that guide navigation apps.

To ensure uninterrupted navigation in the Smart tunnel, drivers simply have to enable their Bluetooth connections on their devices.

As of today, almost 240 Waze Beacons have been installed along the 5.2km road tunnel.

U Mobile chief marketing officer and a frequent commuter in the Smart Tunnel Jasmine Lee, says this new feature, installed just before the movement control order came into effect, will make the drive in the tunnel much more convenient.

“U Mobile is a firm believer in unleashing the unlimited potential of technology, be it 5G trials, 4G network expansion or service innovation. This latest partnership with Waze and Smart Tunnel has made U Mobile the first telco in the world to power uninterrupted GPS navigation in a tunnel.

With Waze’s Beacons technology, all mobile device users, regardless of which telco service they are subscribed to, will now be able to leverage on the full features of Waze uninterrupted throughout the tunnel.

“With the Waze Beacons installed in the SMART Tunnel, our users’ travel experience will become smoother and more convenient as they will enjoy uninterrupted GPS navigation and are able to share real-time information that may translate to updates on traffic conditions and proposed directions. Users will also be able to get updates on traffic jams, road closures or accidents that may have happened inside the tunnel and its surroundings, enhancing drivers’ safety as well,” says Stormwater Management and Road Tunnel (Smart) chief operating officer Mohd Noor Mohd Ali.

To use the service, all Waze users in the Smart Tunnel will be prompted to turn on Bluetooth to enjoy uninterrupted GPS navigation. For more info, visit www.u.com.my

U Mobile customers subscribed to Unlimited Mobile Internet (UMI), U28, P38 and P48 plans enjoy free data for Waze, whilst those on unlimited data plans such as GX30, GX38, GX50, GX68, P79, P99 and P139 enjoy Waze without ever having to worry about their data running out.