

Revolutionary Lime “App” Makes Caribbean Talk Cheaper

Continuing to deliver on its promise to provide innovative telecoms products for the Caribbean market and beyond, LIME has now unveiled “LIME Talk”, a groundbreaking, free, Voice Over Internet Protocol (VOIP) application that allows iPhone, iPod Touch and iPad users overseas to call the Caribbean for as little as US \$0.16 per minute.

“LIME Talk” can be used on several popular Apple smartphones including the best selling iPhone 3G, 3GS and 4G handsets. “LIME Talk” is also compatible with several other Apple communication devices including the iPod Touch – 2nd, 3rd and 4th generation – and the revolutionary tablet, the iPad. Customers can use the application on any of these devices to make phone calls using a Wi-Fi or 3G internet connection.

LIME has partnered with Telecom New Zealand USA (TNZ), a leading provider of voice, data and mobile services across the Americas, to make the leading edge solution available to the Caribbean Diaspora. Through the Apple Apps Store and iTunes, “LIME Talk” will be easily available for free download to over 100 million consumers across the USA.

This prepaid service gives customers 120 minutes of talk time for calls to LIME fixed lines and mobile phone across the Caribbean for the low price of US \$19.95. The plan covers calls to any LIME fixed or mobile customer in Antigua, Anguilla, British Virgin Islands, Barbados, Cayman Islands, Dominica, Grenada, Jamaica, Montserrat, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, and Turks & Caicos.

In addition, customers also have the option of making out of plan calls to any other destination across the world at affordable rates by adding additional credit to their accounts via credit card or debit card.

Outlining the customer benefits of the new product, LIME’s Chief Marketing Officer, Chris Dehring said: “LIME Talk offers some of the lowest, most affordable rates currently available for calling the Caribbean from the US and the fact that it’s a prepaid service means that customers can have better control over their spend.”

“LIME Talk is easy to use and very convenient because once users download the application and subscribe to the service they can always access it from their device and there’s no need to constantly buy phone cards or input lots of numbers and codes to make a call,” he added.

“We anticipate that “LIME Talk” is going to be extremely popular not only in the Caribbean community but for customers across the USA who call the Caribbean often for business or personal reasons. When it comes to affordability and convenience “LIME Talk” is going to be hard to beat.”