

Public Relations



Digicel's John Quinn (right) and Huawei's Engelbert Reys (left) give Jamaica's Minister of Science, Energy and Technology Dr Andrew Wheatley, a first-hand view of the 4K TV experience.(GP)

Digicel boosts TV offering

Digicel Group and Huawei Technologies continue to push the boundaries of technology and put the real power of fibre to the test – this time with the first-ever local linear broadcast of Ultra High Definition TV (UHD-TV) in the Caribbean.

Hosted at Digicel's downtown Kingston headquarters in Jamaica, the test demonstrated the benefit of having a 100 per cent fibre optic network and 100 per cent IPTV capabilities coupled with Huawei's latest technology for encoding and delivery.

Dubbed a "first look at 4K technology in action", the event featured a "fireside chat" about the technology with Jamaica's Technology Minister, Dr. Andrew Wheatley and Engelbert Reys, Account Director for Huawei Technologies.

Popularly known as 4K TV or Ultra High Definition TV, the pixel-packed technology enhances the viewing experience with picture quality that is four times clearer, crisper, sharper than even the highest quality HD TV can ever deliver – bringing entertainment, sports and movies to life in a whole new way.

"Just imagine that while most people across the world are still getting used to standard HD TV, technology has jumped four steps ahead, and thanks to the power of our fibre network and hybrid TV platform, UHD-TV can be a reality for Jamaica and indeed all of our fibre networks in the region," said John Suranyi, chief executive officer of Digicel Play, Caribbean and Central America.

"It's all about innovating and keeping our customers at the leading edge of technology even as it moves so fast. Together with Huawei, we have shown you that we can deliver 10Gbps broadband speeds and now we are leveraging this same technology to demo a whole new world of TV experience to viewers across the region."

Reys commented; "Today is a proud day for Huawei. Working with Digicel, we have achieved incredible things and we are changing the lives of customers for the better. Using the most advanced technology we have shown that the Caribbean can lead the world in next generation entertainment. Digicel and Huawei continue to go from strength to strength and the future is very exciting for both of us and our customers." (PR)

Living Barbados changes hands

The digital creative content team of Zoe Manning, Dave Cox and Daphne Ewing-Chow are the new owners of **Living Barbados Magazine**.

The trio recently announced the ownership change following their acquisition of the print and digital assets of the magazine. The acquisition includes the flagship magazine, digital properties and the launch of Living Events and a new content studio.

As **Living Barbados** celebrates nearly eight years of being the island's most widely read luxury magazine, the new owners plan to evolve the digital side of the business while retaining the aspirational focus for which the brand is known, they said.

"Expect to see more on the latest must-haves and must-dos, from wellness and dining to sustainability and travel, as well as a broader distribution which will include the markets of New York, Toronto and London," said Editor-in-chief, Daphne Ewing-Chow, of some of the content changes that are in store for the magazine.

Launched in 2009, **Living Barbados** is a luxury lifestyle guide, delivering the latest trends in fashion, beauty, art, travel, real estate, and entertainment in Barbados.

"Rachel and I were very discerning in our selection of the new owners and we are convinced that this team embodies everything that the **Living Barbados** brand stands for. We are confident that their personal touch will take an already successful brand to new heights," said Linda Bishton of her and co-owner, Rachel Ramphal's selection of Cox,



ZOE MANNING (FP)



DAVE COX (Internet image)



DAPHNE EWING-CHOW (Internet image)

Manning and Ewing-Chow to take over the magazine.

The first issue under the new leadership will be available in November 2017. (PR)

ANSA giving back to customers

ANSA McAL has its Lucky 7 Jackpot – a way of giving back to customers across all their companies in Barbados over the next 15 weeks.

Seven amazing prizes valued at over \$140 000 will be drawn randomly from customers who shop at any of the companies and activate entry form online. All entries will be included in all seven draws.

ANSA McAL Barbados chief executive officer Nicholas Mouttet,



NICHOLAS MOUTTET (FP)

said: "People are hurting financially and find it hard to treat themselves to luxuries at this time, so the group came together and created seven amazing prizes to enable seven lucky winners to benefit, basically a winner every two weeks."

Prizes donated from the seven companies include a 40-inch SMART TV, laptop and printer with free ink and paper from Brydens Xpress & Stationery, \$4 000 paint from Berger and \$4 000 cash to pay to have the winner's home repainted before Christmas, \$10 000 worth of insurance for home and contents, vehicle and health coverage for a family from Brydens Insurance.

Also on offer was \$12 000 worth of groceries from Bryden Stokes, a

kitchen makeover from Standard (\$10 000 worth of KENMORE appliances and \$5 000 cash towards labour to refresh a kitchen), \$20 000 cash from Consolidated Finance, and a Kia Rio from McEneraney Quality Inc (MQI) valued at \$69 900.

By spending just \$100 at any of the companies: Bryden Stokes Ltd, Consolidated Finance, Brydens Insurance, Standard, Brydens Xpress and Stationery, MQI, and recently acquired Berger Paints, customers will be given one entry form which they can go online and activate.

Seven draws will take place on September 18 and 30, October 14 and 28, November 11 and 25 and the last on December 9.

(PR)