

Case Reference	R/E/I/032
Title	StarHub Mobile's Blackberry Advertisement in Business Times ("Advertisement").
Case Opened	8 July 2003
Case Closed	24 July 2003
Complainant	SingTel Telecom Mobile Pte Ltd ("SingTel Mobile")
Respondent	Please see IDA's determination below.
Case Summary	SingTel Mobile alleged that StarHub Mobile's Advertisement had breached Section 7.4.1 "False and Misleading Claims" of the Telecom Competition Code ("Code"). SingTel Mobile claimed that the statement in StarHub Mobile's Advertisement "Only Blackberry lets your corporate email follow you anywhere, securely, instantly and easily" was incorrect and misleading as SingTel Mobile's MobileMail service could offer end users the same ability.
IDA's Determination	<p>IDA assessed that StarHub Mobile's Advertisement generally described Blackberry as a total "wireless corporate solution", highlighting the software and hardware of the wireless solution. StarHub's Advertisement did not seek to make any specific comparison with other wireless services. Hence, it is unlikely that StarHub Mobile's Advertisement would mislead end users and unreasonably restrict competition in the telecommunication market.</p> <p>IDA therefore rejected SingTel Mobile's request for enforcement. However, to avoid any misunderstanding amongst industry players, IDA has advised StarHub Mobile to exercise caution in future advertisements on its Blackberry products.</p>