

# New Brand Ambassador For SLT Broadband Services



Renowned actress Pooja Umashankar was selected by SLT as their new broadband ambassador for its innovative broadband services. This will help shape the future of Sri Lanka by empowering Sri Lankans with endless possibilities of wireline broadband connectivity.

Ajantha Seneviratne, Broadband Services Marketing and Sales Officer, SLT said, "The perfect ambassador, with her wide appeal combined with her love for Sri Lanka, she is the right choice to help achieve SLT's goal of making broadband services accessible to all Sri Lankans. She is also an enthusiastic user of the wireline broadband services."

Umashankar as SLT's first brand ambassador for broadband services will help raise public awareness on the benefits of high-speed access. Helping create awareness that wire-based access is a lot more reliable and provides a greater sense of security than its alternatives, Pooja is tasked with being actively involved in promoting Sri Lanka's only wire-line broadband.

She will engage in making the public aware that a connection can completely revolutionise their lives. This can be done by providing endless access to learning, games, entertainment, and includes new communication mediums such as blogs, social networking and electronic mail all of which improve functionality and security due to advantage of wire-line broadband access.

A broadband connection is what allows for high-speed internet and supports data,

voice, and even video information. It is considered broad because multiple kinds of information can travel across the wire or band. High-speed means that in addition to surfing the web without annoying delays, users will also be able to enjoy multimedia rich applications such as streaming audio and video conferencing. Broadband connections are typically always on, so users do not have to waste time dialling in to a service provider as soon as the computer is connected to the service, it is turned on and users can start surfing.