

# Total Access Communication PCL in Consumer Electronics (Thailand)

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## Abstracts

Total Access Communication PCL is expected to focus on strengthening coverage of its dtac TriNet 3G 2.1GHz network over the short-term forecast period, with a goal to finish upgrading all its base stations by mid-2014. The player will also introduce more models for its dtac TriNet smartphone and retained budget pricing to target the rural consumers. The smartphones will also be bundled with attractive mobile data packages to stimulate the usage of mobile internet in the forecast period.

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