

SCRIPT SOLAR MOBILE PHONE KENYA

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PRESENTATION

You need to do an urgent call on your mobile, or listen to that great song, or look at the holiday pictures of your children, and then of course your battery is almost dead. There is no way to charge it, because you happen to be on the street, or in the train. We all know it, and recently there is a solution for that. A mobile phone that does not need to be charged anymore. Because it's able to charge itself for free with a solar panel on the back. This phone is put on the market in the Third World, in Kenya as the first country in Africa. 17.5 million there have a mobile. There is not such much power available there, but lots of sun.

BETA LENGTH 1'24"

Kenya's first solar powered mobile is named 'Simu ya Solar'. Meaning 'phone with solar power' in Swahili. They come from China, and for 45 Dollars it's yours. On the front it looks like a normal mobile. But on the back it has a small solar panel.

SOUNDBITE TURNING PHONE ON THE BACK

But on the back it has a small solar panel.
Big enough to recharge the phone in six hours of sunshine.

SOUNDBITE FARMER MAKING CALL

'How are you?' [from Kiswahili]

John Dua here recently bought one.
He is a farmer in central Kenya, and his ranch rarely has electricity.
Now using the solar phone he just can stay here.

QUOTE JOHN DUA, farmer Machakos, English
It's good.

I use it for business, farming, and so many things.

The demand for the phones is high in Kenya,
because of the many power shortages.
given the many power cuts because of recent electricity shortages.
The phones sell like hot cakes, according to this show owner.

QUOTE STEVEN KIOKO, shop owner, English

I'm selling at least ten.

Ten phones per day.

The phones are introduced by the Kenyan mobile provider Safaricom.
According to the marketing manager it is only the beginning.

QUOTE GIDEON MULWA, Safaricom, English

***Just one month after the launch we have done 10,000 units country wide.
and we have not even done a major promotion of the phone.***

Wonderful, but then it cannot be clouded like today.
If that takes too long, the phone can still go on a charger.
And then pray for power.