

Media release

Date

25 years of Init7: Easy7 - extended availability and more attractive price

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Just in time for Init7's 25th anniversary, our Easy7 product is becoming even more attractive: "Unpack. Connect. Ready." now applies to almost everyone in Switzerland - not just those with a fiber optic connection. At the same time, we are lowering the price of Easy7. Existing Easy7 customers will also benefit from the new price.

Extended availability

The majority of our customers are connected via our own infrastructure. However, in large parts of Switzerland, there are still only copper cables - currently this still affects around 2 million connections. Although the expansion of fiber optics is making great progress, copper remains the measure of all things in many places for the time being. Easy7 is therefore now available to around 98% of the population throughout Switzerland - regardless of whether the access line is fiber optic or copper.

Easy7 customers with copper lines benefit from our upgrade guarantee: as soon as fiber is available at the location, an automatic switch to the better bandwidth is initiated. This is done at no additional cost and without the hassle of trying to terminate the contract over an overloaded hotline. "Easy" is also an administrative promise.

Attractive prices

The success of Easy7 has enabled us to reduce the monthly price from CHF 48.10 to CHF 44 (with annual prepayment). Existing Easy7 customers also benefit from this and automatically receive the price adjustment.

In doing so, we are setting an example against the widespread bad habit of some market competitors who lure new customers with cheap bait offers, while existing customers continue to pay excessive rates.

Continuous expansion of infrastructure

Our commitment to state-of-the-art infrastructure continues. There are currently 337 fiber optic PoPs (Points of Presence) in operation throughout Switzerland and the number is constantly growing. Every month, tens of thousands of addresses receive fiber optics - our goal is to offer all future customers our best products such as Easy7 and Fiber7 as well as

Fiber7 Business and Ethernet7 for business customers. The fiber optic expansion as well as the existing and future PoPs can be viewed on a daily basis on our fiber optic map <https://ftth.init7.net/>.

25 years of Init7

Init7 was listed in the commercial register on January 19, 2000. What began as a one-man business has developed into the most important challenger in the Swiss telecommunications industry in a quarter of a century. In addition to the three major industry players, Init7 is the only provider to operate its own infrastructure throughout Switzerland, enabling it to provide Internet connections without the limitations of upstream providers. However, our commitment goes beyond this: several complex and lengthy legal proceedings have significantly shaped the telecommunications market in Switzerland so that all end customers have a choice and are not unilaterally dependent on the ex-monopolist. The biggest success is certainly the “fibre optic dispute” that was won - it will ensure technology competition for the next few decades and prevented the ex-monopolist from attempting to re-monopolize the network, as was the case before 1998. It would have been an economic disaster. Our latest success in the “interconnect peering” proceedings is also important for the open and network-neutral Internet in Switzerland. The abuse of the provider's technical monopoly over its end customers could thus be prevented in the long term.

Thank you. Thank you. Thank you!

We look back on a successful 25-year history and thank our customers for their trust, who by choosing Init7 make our commitment to realising an open Internet without limits possible. In the words of our founder and CEO Fredy Künzler: “Everyone chooses their provider voluntarily.”

Further information

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About Init7

For almost 25 years, Init7 has been operating as an independent Internet provider in Winterthur in the national and international market for private and business customers. We aim to operate the infrastructure ourselves as far as possible, as this is the only way we can meet our quality standards. Our customers appreciate this - between 2018 and 2024, Init7 won the coveted Bilanz Telekom Rating in the "No. 1 internet provider residential customers" category seven times in a row. Find out more on our website: www.init7.net