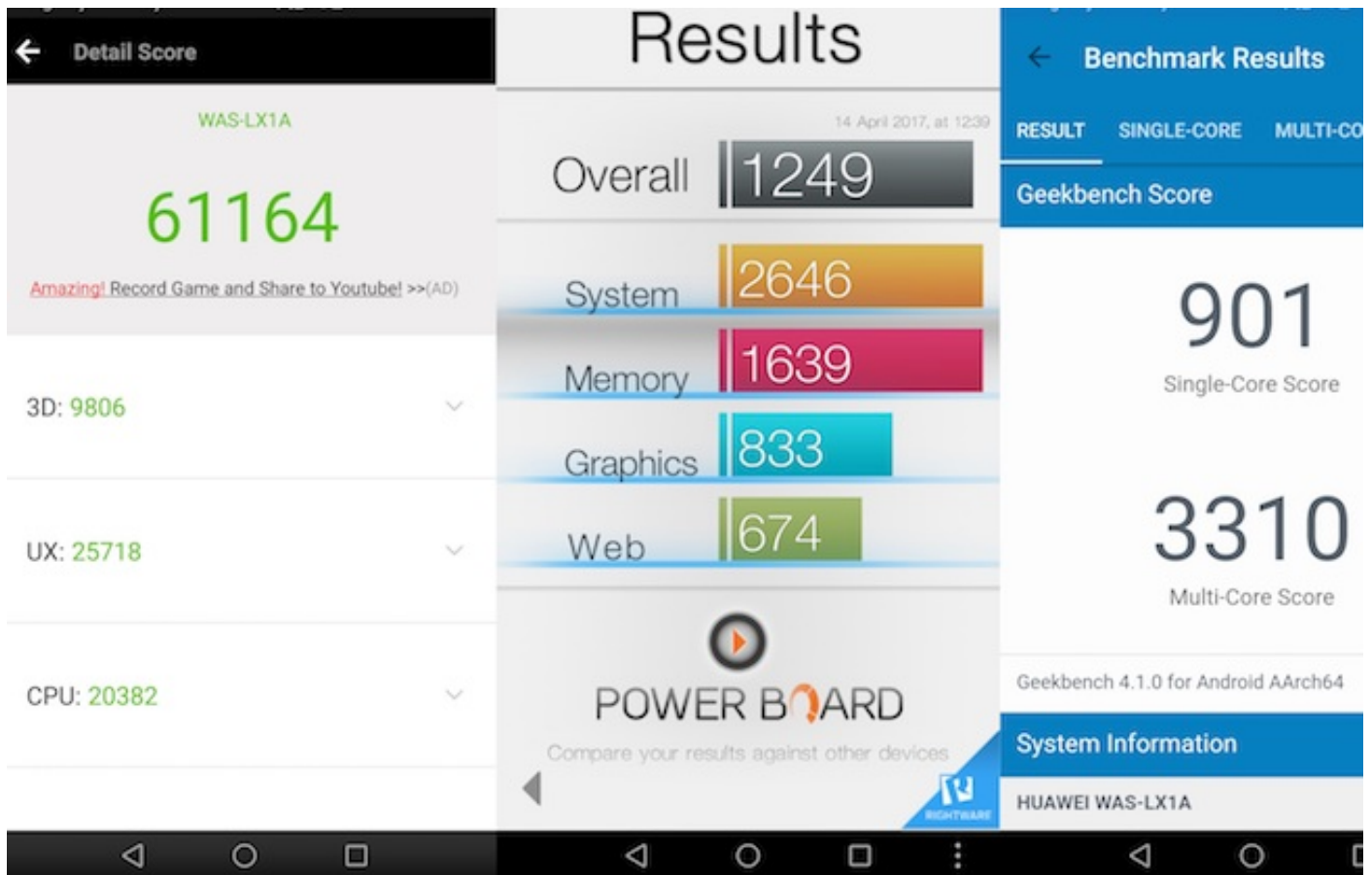


HUAWEI CAUGHT UP IN BENCHMARKS SCANDAL



HUAWEI ISSUES STATEMENT OVER BENCHMARK 'CHEATING' FINDING

Getting phones to run at faster speeds when benchmark software is detected is what Chinese telecommunications giant Huawei has been discovered doing, with the mobile phones maker confessing to the action and issuing a statement.

A few days ago, tech site [Anandtech published an article](#) that demonstrated Huawei was detecting benchmarking software and getting its processor to run at faster speeds in those scenarios.

The problem is that benchmarking software is not the usual use for a smartphone, and so those heightened speeds aren't achievable at other times – hence the accusations of cheating.



Anandtech's write-up is thorough, as usual, and elicited an admission from Huawei that it did so due to the environment in China where its competitors followed the same practice, and that there was no

Statement from Huawei and UL regarding benchmark tests

standardised test that could be used by all and not abused.

Naturally, such an excuse is hardly robust – just because "everyone else" breaks the rules doesn't give you the right to!

In addition, given Huawei's political troubles in Australia where it has been banned from participating in the 5G network rollout, being caught up in any kind of cheating scandal obviously isn't a good look.

So, to read the full details of what Anandtech discovered, and to read Huawei's reasons why it was done via its staff during IFA 2018, [check out Anandtech's article here](#).

There's also a full statement from Huawei posted below, but first, on a separate note, [Huawei's GPU Turbo has also been analysed by Anandtech](#), and aside from over-zealous marketing claims, it turns out GPU Turbo does actually work on a range of games, but as you'll read, it doesn't work with all games by default, but needs to be crafted for individual games.

It's a legitimate technology, and the concept will presumably be copied by other smartphone manufacturers.

Back to the benchmarking controversy, UL, the company behind the 3D Mark benchmarks, decided to delist some Huawei phones from its rankings, pending Huawei making changes to its EMUI skin that will allow Huawei smartphone users to activate the performance mode, [and wrote a statement here](#).

Huawei and UL have subsequently come out with a joint statement regarding the benchmarking tests, [which you can read here](#) and which is reprinted below in full.

"Huawei and UL (creators of 3DMark) have held comprehensive discussions on benchmarking practices this week, and have reached a positive agreement on the next steps in working together.

"In the discussion, Huawei explained that its smartphones use an artificial intelligent resource scheduling mechanism. Because different scenarios have different resource needs, the latest Huawei handsets leverage innovative technologies such as artificial intelligence to optimise resource allocation in a way so that the hardware can demonstrate its capabilities to the fullest extent, while fulfilling user demands across all scenarios.

"UL understands the intent of Huawei's approach, but is opposed to forcing the use of a "Performance Mode" by default when a benchmarking application is detected by the device. UL rules require a device to run the benchmark as if it were any other application.

"Huawei respects consumers' right to choose what to do with their devices. Therefore, Huawei will provide users with open access to 'Performance Mode' in EMUI 9.0, so that the user can choose when to use the maximum power of their device.

"Huawei and UL have also discussed current common benchmark testing methodologies in general. UL and Huawei would like to participate in an industry movement to develop benchmarking standards that best serve the needs of manufacturers, press, and consumers.

"To prevent confusion around current benchmarking results, after discussion, UL and Huawei have temporarily delisted the benchmark scores of a range of Huawei devices, and will reinstate them after Huawei grants all users of Huawei handsets access to the Performance Mode."

So, there you have it. Huawei has been caught doing something it says various Chinese smartphone makers are doing, so this will presumably shine a very bright light on this practice so it isn't tried again.

After all, people need to know the truth, whether it is Volkswagen or other German car makers defeating emissions tests, whether it is Apple slowing processors down (rather than speeding them up!) without telling end-users, or any form of cheating at all (hello Serena Williams and your coach).

Telling the truth should be a revolutionary act, it should simply be the right thing to do, and our default action.

Alex Zaharov-Reutt

next.
telecom

Future proof your business telecoms

IP Telephony

FIND OUT MORE 

OVO GOES INTO BAT FOR BADMINTON ON OVOPLAY STREAMING

They don't call it goodminton, but MVNO OVO Mobile getting badminton rights for its OVOPlay streaming service is no bad thing at all for the local provider.

[OVO Mobile](#) reports securing its second global broadcasting rights deal, for badminton, one of the world's more popular sports, with Badminton Australia signing OVO as its official broadcast and telecommunications partner for the next four years.

OVO's deal follows 400 Thunder drag racing's re-signing of OVO as its international broadcast partner last month.



OVOPlay: Sport and entertainment you'll love



The Badminton Australia deal is OVO's first to cover all distribution channels, including free-to-air broadcast, Pay TV, live event streaming, and all digital and mobile channels.

Under the agreement, OVO will broadcast all national, international, youth and Masters events staged by Badminton Australia, internationally on [OVOPlay](#).

All content, including live, highlights, catch-up and on-demand programming will be available free to air in Australia, with pay-per-view and ad-free subscription tiers soon to be launched for local and international audiences.

Badminton is particularly popular across Asia and especially China, from where the majority of the world's elite players hail, while in Australia, badminton attracts more than 100,000 players and numbers continue to grow year on year.

Badminton Australia chief executive Derek O'Leary said: "The calibre of competition played here in Australia is world-class. We know there is an international audience for our events, and the opportunities that come with that for our athletes, but up until now we had no way to consistently get their attention.

"As a sport, we have taken a digital-first approach to broadcasting our major events and making them internationally available. The OVOPlay platform has proven it can attract international audiences to Australian events, and help create opportunities for sports and athletes both here and overseas."

In the past 12 months, OVO reports attracting "more than two million views on its platforms, approximately 20% tuning in from outside Australia".

OVO chief executive Matt Jones said: "It's not only Australian fans who are hungry for quality content of their favourite sport. We'll soon be introducing subscription and pay-per-view tiers on top of our robust free-to-air offering to help capitalise on growing local and international interest, and our new deal with Badminton Australia is a big part of that."

Alex Zaharov-Reutt



John de Ridder

Telecommunications Economist

strategic management • wholesale and retail pricing • regulatory issues

[click here to go to www.deridder.com.au](http://www.deridder.com.au)

CATCH CONNECT OFFERS DOUBLE-DATA DEAL ON 90-DAY PLANS

It's yet another deal for "new customers only", which means MVNO Catch Connect needs to think about doing a deal or two for current customers, but the deals are interesting.

[Catch Connect](#) is a mobile network virtual operator powered by the Optus 3G and 4G network, part of the Catch Group, and like other MVNOs out there, they've realised you need to do deals to get new customers to switch over.

Part of the big battle in the world of pre-paid is getting your customers to want to stay with your service, despite a plethora of powerful pre-paid plans from a posse of competitors out there all vying for pre-paid profits.

MVNOs have even found a way to turn pre-paid into a type of extended contract, by offering 90-day and 365-day plans that are paid for upfront, but with the sweetener of discounted deals or by doing the double data dance.

It's all about making enough profit from as many plans as possible to make the entire enterprise worthwhile, and so MVNOs try to ensure their deals are as catchy as possible, because they know they can catch many more flighty fly in fly out, churn in churn out customers with sweet deals rather than the opposite.

For new customers Catch Connect offers double-data on its 90-day prepaid mobile plans, and 30% off all 365-day plans.

The [90-day plan details are here](#), which also include unlimited standard talk and text, with the plans available until 11am on 2 October.

The \$39 plan over 90 days gives you 12GB over that period, recharging at 6GB thereafter.

The \$69 plan gives you 30GB over 90 days and recharges at 15GB thereafter, while the \$89 plan gives you 90GB over 90 days, which is less than a dollar per gig per day, recharging at 45GB thereafter.

The [30% discount on the 365-day plan details are here](#), which naturally also includes unlimited standard talk and text, with the plans available until 11am on 2 October.

The 40GB plan costs \$139, the 80GB plan is \$189, the 180GB plan is \$238 and the 240GB plan is \$287.

Catch Connect notes these promotions "are the latest instalment in their offerings of great mobile savings", and that with the deals running until 2 October, "new customers have under a month to grab their bargain".

Of course, it would be wise to see what deals you can also get from Kogan Mobile, OVO, Boost, Amaysim, Vaya, Coles, Woolies, Optus, Telstra, Vodafone and others, but competition is alive and well in the MVNO sector and thank goodness for that!

Alex Zaharov-Reutt

SYDNEY
24-25 SEPTEMBER

YOW!



BUSINESS AGILITY
CONFERENCE
AUSTRALIA

HARBOUR ISP WINS ISELECT 'BEST NEW PARTNER' AWARD

Australian family-owned broadband, voice and mobile service provider, Harbour ISP, has been awarded "Best New Partner" in the 2018 iSelect Partner Awards.

We don't yet know who the other iSelect 2018 Partner Award winners are yet, but we do know that [Harbour ISP](#) is iSelect's best new partner for the year.



Founded in 2005 by Charles and Melissa Tym, [Harbour ISP](#) proudly boasts of being "a 100% Australian family-owned ISP providing broadband fibre, fixed wireless and satellite Internet, as well as VoIP and mobile phone services, Australia-wide."

[Charles Tym](#), CEO, Harbour ISP, said: "This is a fantastic reward for our team's efforts over the past 12 months, and recognition of our ability to be first to market with new product offerings and services, particularly in the areas of broadband bundles and mobile plans for our regional customers."

The awards were presented at "a gala event at the Crown Casino in Melbourne, covering a number of general categories as well as specific industry awards for health insurance, life insurance, car insurance, home loans, energy and telecommunications partners".

"In addition to winning the New Partner of the Year, Harbour ISP was also a finalist in the Innovation and Telecommunications categories."

Henriette Rothschild, chief operating officer of iSelect, said: "The iSelect Partner Awards recognise our partners who have been able to consistently deliver services and outcomes that best meet our customers' expectations."

Based in the central west town of Mudgee in New South Wales, Harbour ISP reminds us that it "has been providing Internet services all across Australia since 2005".

"Working with industry-leading technology partners, Harbour ISP delivers high quality, fast and competitively-priced broadband internet through fibre, fixed wireless and satellite as well as providing VoIP and mobile phone services for residential and business customers.

"In terms of broadband services, Harbour ISP has been at the forefront of nbn innovation since the network was launched in 2011. Harbour ISP connected the first ever customer to the NBN Interim Satellite Service and was the first ISP to receive an invoice from NBN Co.

"Harbour ISP's close relationship with NBN continued with the launch of the Sky Muster satellites in 2015, designed to provide fast broadband Internet access to regional and remote areas, with Harbour ISP currently the third-largest provider of satellite connections. In May 2018, Harbour ISP [was the first RSP](#) (retail service provider) to go live with a broadband service based on NBN Co's new nbn 50 wholesale bundle."

Alex Zaharov-Reutt

VODAFONE UPGRADES RURAL INTERNET FOR PĀMU IN NEW ZEALAND

Vodafone NZ has provided improved internet connectivity to over 300,000ha of farmland, allowing NZ's largest pastoral farming company to run its business more efficiently.

The Rural Connect Project sees Vodafone successfully bringing "fast and reliable internet to 125 Pāmu farms around New Zealand. It is the second largest connectivity project in the country, after the government's Rural Broadband Initiative (RBI)."

[Pāmu](#) is the brand name for Landcorp, a State-owned Enterprise, and is New Zealand's "largest farming company", as well as the name given to "the quality products created by the company" which produces "high quality milk, lamb, beef, venison and wool products from its 125 farms spread throughout the country".



Pāmu is also the Māori word 'to farm' and "reflects the deep connection New Zealanders have with the land, born from respect, and a genuine desire to protect and enhance the environments in which the company works."

The organisation owns 100,000ha of farmland throughout New Zealand and manages an additional 200,000ha. Many of these farms are in rural regions where many farmers had very poor Internet connection.

Vodafone has spent three years delving into the connectivity problems across all areas of Pāmu's business, including regular farm visits and research interviews.

Vodafone Public Sector Business Development Manager, Alistair McDonnell, said:

"Improving connectivity means employees can communicate with others in different parts of the country more regularly, with better quality and improved efficiency.

"Now Pāmu's employees are able to work as if they're in the CBD."

East Coast Business Manager Victoria Magazinovic said the connection has helped her farms communicate more often and effectively with other stations: "Since the new connection was put in place we have a weekly video conference with other farms to catch up on how everything is tracking.

"The video conference is such a simple piece of technology but now it works really well having a fast-enough Internet connection, so we can get on and get the job done.

"Vodafone has also helped us extend the connection to the woolshed so the weights and EID information can be uploaded to Farm Management System in real time, allowing other farms to see our results."

Pāmu General Manager for Innovation, Environment and Technology, Rob Ford, commented, "The new connectivity has helped farmers feel connected and involved."

Alex Zaharov-Reutt

Is this your own copy of CommsWire?

For editorial, contact, Stan Beer, CommsWire Editor:
0418 516 720 | stan.beer@itwire.com

To subscribe or advertise contact, Andrew Matler, CEO:
0412 390 000 | andrew.matler@itwire.com