

## Myflashplanet.net

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Target:Low-Mid income expatriates having an ADSL Infrastructure at home or visiting call shops/  
Ideal for travellers / Flash calling card consumers      Positioning:Flash is innovative      Unique selling  
proposition:10h00 for 20CHF via internet/Planet Access      Minutes:10h00 for 20CHF via internet  
Billing:Rounding, Set-up      Customer service:Yes, live      <http://www.myflashplanet.net/>