

Send a tweet – on a postcard



Signed, sealed and delivered with a Tweet

Non-Tweeters in Edinburgh can get your message to them via the at800 postbox

at800, the organisation responsible for ensuring viewers can still watch Freeview when new mobile signals go live, today launched the UK's first postbox for Tweets – so a Tweet can now reach even those who aren't on Twitter. When 4G goes live there is a possibility that some Freeview TV could be interrupted by the new signals. at800 wants to tell you what to do to fix any problems, and is funded by mobile operators and overseen by Ofcom and the UK Government to ensure viewers can still watch TV following the 4G rollout.

People can tweet a family member or friend using the hashtag #at800postbox. at800 will print the personalised message onto a traditional postcard and deliver it by post – completely free of charge. Edinburgh is one of the cities where Tweets will be sent as it is listed as an area where 4G at 800 MHz will soon be activated.

During August the at800 postbox toured the UK to gather photographs at well-known locations in the cities where new 4G mobile services will soon go live. In Edinburgh, it could be found in Princes Street Gardens, where passers-by were able to find out more about how to tweet to those not on Twitter.

The at800 postbox is a light-hearted way to remind people where new 4G mobile services at 800 MHz are being activated and to highlight at800's role in resolving any Freeview disruption this could cause. It also acknowledges that many people choose not to use social media and some are not online at all. Under half of UK adults (48%) use social networking

sites such as Facebook and Twitter, falling to just ten per cent for those over 65. Two thirds of people aged over 75 have never been online.

So if viewers want to make sure their Gran knows who to call if EastEnders becomes unwatchable; or let a friend know where to turn if picture quality is disrupted during The X-Factor; or just remind a loved one they are thinking of them; a tweet can now reach them even if they're not online.

Simon Beresford-Wylie, chief executive of at800, said:-
"Twitter users love to share their thoughts; and with our help, they can now Tweet friends and family in Edinburgh, as well as other regions, who aren't on Twitter. As well as the personal message, the campaign aims to raise awareness of at800 and our role in helping to resolve Freeview disruption caused by 4G at 800 MHz for the small minority of viewers in the UK who might be affected."

How at800's postbox for Tweets works:

- 1. Check to see if the person you want to Tweet is in an eligible area [here](#).*
- 2. Tweet the message you'd like to send and include the hashtag #at800postbox.*
- 3. Follow @at800tv so we can have a direct message (DM) conversation to privately get the recipient's postal address.*
- 4. Confirm you agree to the terms and conditions.*
- 5. We will then print your message onto a special postcard*

and mail it – completely free of charge – to your friend or family member.

For more information, and how to get involved, visit <https://at800.tv/at800postbox/>

If viewers in affected areas do experience any new issues with Freeview, they should contact at800 on: 0333 31 31 800 or via www.at800tv

