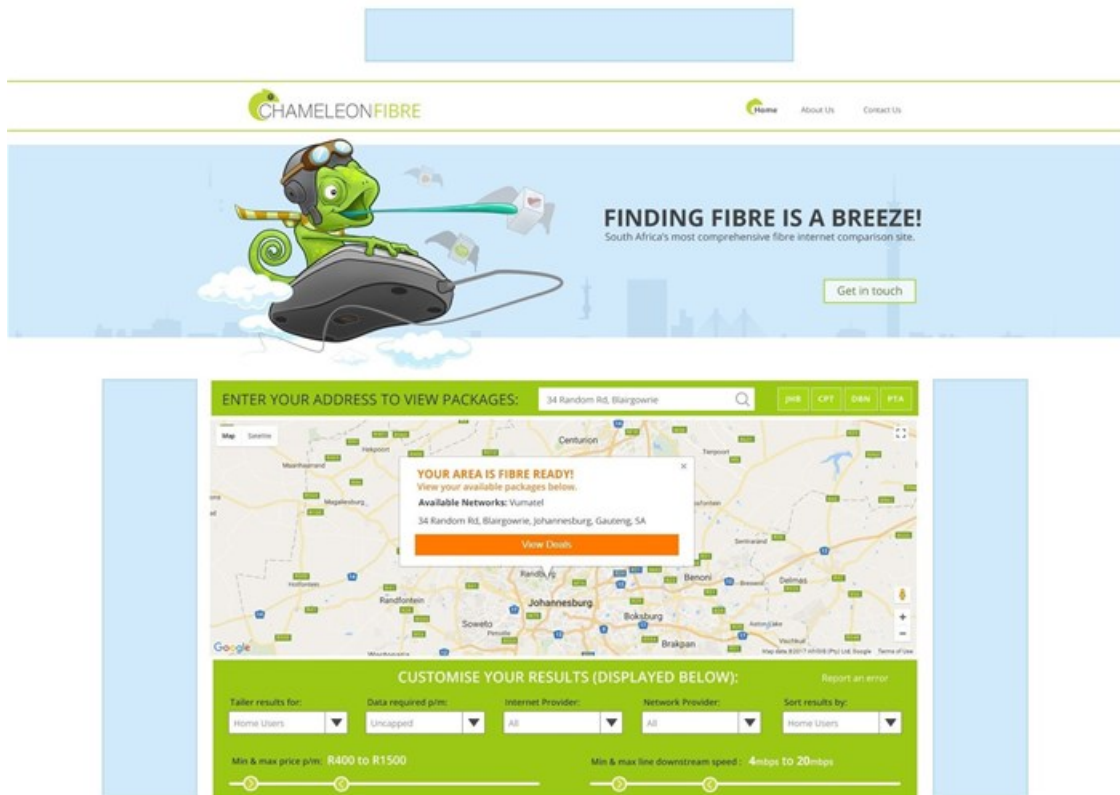# Chameleon Fibre helps identify fibre-live areas

Chameleon Fibre is a new fibre comparison tool which aims to bridge the digital divide for South Africans.

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The demand for fast and stable bandwidth solutions is rapidly rising, however, South Africa's current fibre market is very complex and confusing to many customers.

Andile Ngcaba, president of the FTTH Council Africa, says that industrial internet, internet of things (IoT) and big data are driven by optics, as well as the foundation of platform economics. "Today the application of fibre optics go beyond traditional broadband connectivity," he states, "and the relationship between GDP growth and broadband cannot be over-emphasised."

Dean Ormsby, Chameleon Bespoke's general manager, says: "Some customers don't even know that they are in a fibre-live area. If they do, they are often overwhelmed by the complexity of choice between the various infrastructure providers and Internet Service Provider (ISP) packages on offer."

How it works

By entering a physical address and tailoring results in terms of data, network, and ISP requirements, the relevant fibre packages and solutions from leading brands such as MWEB, iConnect, Vodacom, and VOX are displayed.

With the Chameleon Fibre platform, through a quick needs analysis, businesses can know whether they are in a live area and are presented with ISP products that are most suitable to their needs.