

Zain Bahrain launches 5G commercial services

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Zain Group has announced that its mobile operation in Bahrain has launched 5G commercial services.

The newly launched services will bring about significant change for the Kingdom's telecom industry, fostering new innovative business models and unlocking opportunities for many sectors.

"Zain Bahrain's 5G launch demonstrates our continuous commitment to investing in digitalisation and the latest technologies for the benefit of our customers and playing our key role in the Kingdom's Economic Vision 2030," said Bader Al Kharafi (pictured), vice-chairman and group CEO of Zain.

The new 5G network built in partnership with Ericsson, will give customers high-speed data, low latency and ultra-high reliability as well as access to highly connected technologies such as virtual reality, augmented reality, and IoT.

As 5G becomes mainstream, Zain Bahrain has pledged to continue its work in transforming industries and exploring new use cases and capture new revenue streams by addressing industry digitalisation.

Bahrain marks the Zain Group's third 5G network following Kuwait and Saudi Arabia.

[In May](#), Zain Kuwait deployed Enea's full traffic management suite to enhance its 4G and 5G network deployments.

Using the Enea Openwave Encrypted Video Manager, enables transparent classification of encrypted video flows to balance picture and playback video quality in real time according to radio network conditions.

As a result, Zain Kuwait subscribers no longer experience poor quality of experience such as long wait times and degraded video quality.