

10-digit local dialing: coming soon to area code 204!



Changes to local communications

With the growing popularity of new communications services, the demand for new numbers will soon exceed the supply. That is why, as of July 29, 2012, 10-digit dialing – the area code followed by the telephone number – will apply to all local communications in Manitoba. This dialing method paves the way for the addition of the new 431 area code, thus doubling the available phone numbers in the area.

Between December 1, 2011, and July 29, 2012, consumers and businesses must reprogram telephone functions and communications equipment to comply with 10-digit local dialing.

IMPORTANT DATES

December 1, 2011

Businesses and consumers can start dialing the area code followed by the 7-digit phone number for all local calls. Both 7- and 10-digit local dialed calls will be connected without interruption.

As of July 29, 2012

People living and working in Manitoba must dial the area code followed by the 7-digit phone number for all local calls. A network announcement will remind people who forget to include the area code that they need to do so from now on. An important point to keep in mind is that data transmission may be affected by the announcement. It is therefore vital to adopt 10-digit dialing and reprogram all telephone functions and communications equipment to comply with 10-digit local dialing before these measures come into effect on July 29, 2012.

As of October 20, 2012

Calls made without the area code will not be completed.

As of November 3, 2012

Area code 431 will be gradually introduced and will enable the creation of millions of telephone numbers. This new code will co-exist with area code 204 in Manitoba.

The new code will simply join the current one, with no impact whatsoever on existing telephone numbers – a real advantage. This new area code will only be assigned to new numbers. It is important to note that once this new code has been introduced, telephone numbers using the current 204 area code will continue to be assigned to customers until no more numbers are available.

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HOW TO PREPARE

Businesses using communications services have steps to take. First of all, to accommodate 10-digit dialing, various telephone functions and communications equipment will need reprogramming.

Reprogramming can begin starting December 1, 2011, since telephone service providers will be able to accommodate 10-digit local dialing.

Functions, equipment, and systems to reprogram*

- Speed-dial lists
- Telephone options and functions (e.g. call forwarding)
- Fax machines
- Modems and Internet connections
- Cellular phones and other wireless devices
- Security systems
- Private branch exchanges and voice messaging
- Auto-dial systems
- Database updates

**for information purposes only. Not to be considered a complete list.*

All adjustments should be made before July 29, 2012, as the recorded announcement introduced on that date may disrupt data transmissions.

Who to alert

Businesses and consumers should add their area code to their telephone numbers in all communications.

Those who need to be notified include:

- Employees
- Customers
- Partners and suppliers
- Friends and family

Updating communications tools

Businesses should also ensure that their 10-digit telephone numbers appear on all administrative and marketing documents.

These include:

- Advertising
- Brochures, catalogues
- Stationery, business cards, invoices, and cheques
- Company directories
- Company vehicles and signs

Questions?

Consult the Telecommunications Alliance website at www.dial10.ca.

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