

# SWISSCOM EUROSPOT BRINGS BROADBAND TO YORK RACECOURSE

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## FIRST PAST THE FINISHING POST – SWISSCOM EUROSPOT BRINGS BROADBAND TO YORK RACECOURSE

June 14th 2004 - Leading pan-European high-speed Internet access provider, Swisscom Eurospot, today announced that racing enthusiasts and conference delegates can now enjoy broadband services at York Racecourse.

Swisscom Eurospot has launched a new wireless LAN (WLAN) hotspot at the racecourse. This provides users with secure high speed access to the Internet and corporate networks - allowing visitors to send and receive large amounts of information at broadband speeds - without having to leave their seats.

To access the Swisscom Eurospot service, visitors need a laptop computer or handheld device. If the device does not feature wireless technology, visitors will be able access the service by the loan of a WiFi adapter from the racecourse's reception. The T-316 Smart WLAN client is a smart wireless adaptor box, which can be easily connected to the network port of a standard laptop without the need of any hardware installation. Visitors can purchase Wireless LAN subscription cards for the service at the racecourse or online at [www.swisscom-eurospot.com](http://www.swisscom-eurospot.com).

York Racecourse is the reigning Racecourse of the Year and plays host to 15 of the UK's most prestigious horse racing fixtures. The venue is also used for a wide number of conferences, exhibitions and events.

Speaking about the deal, Rene Limacher, Swisscom Eurospot's UK spokesperson said: "York Racecourse is one of the UK's leading race and conference facilities. The deployment of a Swisscom Eurospot gives York Racecourse an edge over its competitors by enabling it to offer broadband Internet access to visitors. York Racecourse is a valuable addition to our portfolio of high-speed Internet access connections hotspots at popular business locations such as hotels and conference centres."

William Derby, York Racecourse's Chief Executive said: "WiFi will be a great benefit to the numerous visitors to the course and will bring multiple benefits. For example, it could help owners and trainers with their planning, spectators or conference delegates may utilise it to keep in touch with the office or check train times and companies using our hospitality boxes will be able to display company Web sites and presentations to guests."

Swisscom Eurospot offers a complete range of high-speed Internet access solutions for the hotel and conference industry. It provides wired and wireless Internet connections for hotels – including access points directly into guest's rooms and the set-up of hotel business centres. It also offers a full conference package including access to a range of AV and technical services including broadband Internet access, Web casting and video conferencing.

### About Swisscom Eurospot

Swisscom Eurospot is Europe's leading provider of broadband Internet access for business travellers. Swisscom Eurospot's network comprises of 2,000 locations across Europe offering broadband access, and has

close working relationships with several roaming partners (ie. Swisscom Mobile, Telia Homerun, iPass). The business activities of Swisscom Eurospot extend throughout Europe, and are based on values that are typical of a company that has its roots in Switzerland: neutrality and partnership, quality and a sound financial footing.

Swisscom Eurospot is a subsidiary of Swisscom and is headquartered in Geneva, with branch offices in Germany, the UK, the Netherlands, France, Spain, Portugal, and Italy. The Swisscom Group posted revenues of CHF 14.5 billion in 2002 and has some 20,000 employees.

#### About York Racecourse

York is Britain's reigning Racecourse of the Year. It achieved the accolade during December 2003 in the annual poll of the 6,000 members of the Racegoers club, beating other prestigious clubs such as Ascot, Newmarket and Cheltenham. It was the third time in seven years York topped the poll, as it achieved the same distinction in 1997 and 2001. The Honorary President of the Racegoers club is Sir Alex Ferguson, manager of Manchester United, and well-known racehorse owner. Set up to encourage more people to go racing and derive more enjoyment from the sport by attaining a greater involvement in it, the club is the official representative of racegoers and punters on the Industry Committee of the British Horseracing Board. Attendances at York's 15 racedays in 2003 totalled 283,995 – a post-war record and increase of nine per cent on the previous year.

For more information or associated photography please contact:

#### Swisscom Eurospot

Kelly Grant or David Cunliffe – Antares Marketing Communications

Tel: 020 8920 9643; Email: [kellyg@antarespr.co.uk](mailto:kellyg@antarespr.co.uk) or [davidc@antarespr.co.uk](mailto:davidc@antarespr.co.uk)

#### York Racecourse

James Brennen, Marketing and Sponsorship Manager

Tel: 01904 620 911 or 07812 961 140; Email: [j\\_brennan@yorkracecourse.co.uk](mailto:j_brennan@yorkracecourse.co.uk)