

From Brent to Broadband

Submitted by: Zed PR

Wednesday, 22 December 2004

Slough Trading Estate, the largest single owned trading estate in Europe, will become the first place in Britain able to commercially access BT's wireless Business Symmetric Broadband in January 2005. The Slough service will be available exclusively from Nouveau Solutions, a Reading based specialist in integrated IT solutions. Nouveau will enable businesses in and around the estate to connect to the flagship service at a highly competitive fixed price.

"Until now, some businesses within the Slough Trading Estate have had difficulty with accessing standard broadband (ADSL/SDSL) services due to distance from the exchange" said Andy Stevens, Nouveau Solutions' Managing Director. "Companies have either had to struggle with a slow dial-up connection or connect via expensive private circuits involving high set up costs and expensive annual fees. Those taking up the wireless Business Symmetric Broadband Service will leapfrog existing broadband technologies to obtain speeds up to eight times faster than standard broadband."

Using a standard broadband ADSL connection, even with a 2Mbps connection, upload speeds are limited to 256kbps. For example, to send a 1MB file would take around 36 seconds, often longer. With BT Business Symmetric Broadband this can be reduced to as little as five seconds.

BT Symmetric Broadband Service offers the same speed upstream as downstream and enables businesses to implement integrated remote office and mobile worker solutions that require network bandwidth. The service meets the needs of companies who require business class connectivity for applications such as fast file transfer and web hosting, high service levels and quality of service agreements.

Rakesh Mahajan, General Manager Marketing and Strategy, BT Indirect Channels, said: "The BT Business Symmetric Broadband product forms an integral part of BT's overall wireless connectivity strategy. The proposition provides the ability for customers to benefit from a total broadband infrastructure solution delivered via the latest radio technology from BT."

- ends -

Notes to editors:

About Nouveau Solutions:

Nouveau Solutions provides integrated IT solutions for business: it makes a positive contribution to the management and deployment of IT solutions within customers' organisations across the UK. A vast pool of technical knowledge - as much or as little as required by the customer - allows Nouveau to offer complete support for companies' IT needs, from single users to across multiple sites. By calling upon Nouveau, companies immediately tap into breadth and depth of expertise and experience. A skilled team of engineers and managers, all of whom have previous experience of systems, support and facilities management, formed the company in 1992. Since then, the company has experienced steady growth through the continuous expansion of a satisfied customer base. Today, over 30 employees offer support and reassurance to customers in industries ranging from education to financial services, public sector through to retail.

Contact details:

Roland Moore

Nouveau Solutions

T: +44 0118 918 6805

roland.moore@nouveau.co.uk

Claire Thompson

Zed PR

T: +44 (0) 118 944 0394

M: +44 (0) 7771 817015

claire@zedpr.co.uk