

REDBUS INTERHOUSE AND LINX FORM ALLIANCE TO OFFER FASTER INTERNET

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LINX, the world's largest Internet exchange, and European datacentre operator Redbus Interhouse have formed a strategic alliance to help network service providers (NSPs) supply faster Internet connections for users across Europe.

NSPs (including Internet service providers and content providers) can now connect directly from any Redbus Interhouse facility in Europe to LINX switches housed in a Redbus datacentre in London.

This provides NSPs with a seamless integrated method of connecting to LINX (the London Internet Exchange), simplifying both technical and commercial arrangements for NSPs seeking to give their customers faster and more secure Internet access through LINX.

More than half of the world's Internet routes are accessible from LINX which currently handles up to 95 per cent of UK Internet traffic. The LINX infrastructure allows members rapidly and cost-effectively to exchange data between their networks. Peak traffic flows at LINX are more than 70 gigabits of data per second.

Continental European NSPs will be able to establish a connection to the LINX exchange through any of Redbus Interhouse's seven datacentres (in London, Milan, Frankfurt, Amsterdam and Paris) as though their equipment was actually present in LINX's facilities. Although the NSPs will have to meet the technical and management standards necessary to become a member of LINX - a non-profit organisation owned by more than 170 NSPs - they will gain the benefits of LINX membership without the costs of establishing a presence in London.

To make the process as simple as possible for an NSP peering at LINX through Redbus facilities, Redbus will handle all the paperwork associated with LINX membership so that the NSP will have just a single contract and invoice. Customers of Redbus will be billed in their own currency and in their own country.

LINX sales and marketing manager Vanessa Evans said: "NSPs are reflecting the demands of their customers for fast and reliable Internet connections. By working with Redbus we are able to help deliver this across the continent.

"This alliance is helping to fulfil industry demand to integrate access to peering connections and colocation facilities and to unify multiple vendors, so that NSPs can benefit from single payment options and contractual terms."

Michael Tobin, CEO of Redbus Interhouse, said: "Partnering with LINX extends the range of services we are able to offer to NSPs."

The agreement extends the LINX from Anywhere service which allows smaller NSPs around the world to have a secure 'virtual' presence on the LINX exchange without investing in the hardware and manpower costs of maintaining their own Internet switch in London.

The LINX partnership programme which Redbus has joined permits Internet industry suppliers that do not qualify as LINX members to share in joint industry initiatives. It fosters new business relationships and promotes wider participation in LINX debates on technical and regulatory issues.

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Notes to editors:

1. One gigabit is 1,000 million bits of data. While Internet traffic consists of a wide variety of data (such as website downloads and business data), one gigabit is roughly equivalent to 60,000 average e-mail messages. To check current traffic volumes crossing the LINX exchange visit <http://www.linx.net/tools/stats/index.shtml>

2. LINX is the world's largest Internet exchange point (IXP). It is a mutual, not-for-profit organisation whose members include almost all the major UK NSPs (including content delivery service providers and Internet service providers) plus many from the USA, mainland Europe, the Far East and Africa. More than 90 per cent of the Internet traffic exchanged between ISPs in the UK passes through LINX equipment.

3. Membership of LINX permits commercial competitors to exchange Internet traffic between their networks across LINX switches, which are housed in eight colocation facilities (including one operated by Redbus) based in the London Docklands area and linked by dedicated fibre optic cables.

4. The connection of NSPs' networks at an exchange point such as LINX is known as 'peering'.

5. LINX has a distinguished list of 'firsts' in the Internet industry. It was the first exchange to use gigabit Ethernet (1998); the first exchange to use gigabit Ethernet across a metro area (1998); and the first exchange to use 10 gigabit Ethernet (2001) - before the 10GE standard (802.3ae) was finally ratified by the Institution of Electrical and Electronic Engineers. It also co-founded the UK's first hotline for reporting and removing child pornography from the Internet.

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