

# For your eyes only – Kingston Communications' hosting contract puts Digital Mirror in the frame

Submitted by: KCOM Group

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The nation's leading optician, Specsavers (<http://www.specsavers.co.uk>), has chosen Kingston Communications (<http://www.kingstoncommunications.com>)(KC) to host a unique application.

Digital Mirror, which is being powered from two managed servers at the communication provider's London Global Switch data centre, allows Specsavers' customers to try their glasses online, after uploading an image of their face onto the website, [www.specsavers.co.uk](http://www.specsavers.co.uk)

KC, part of KCOM Group plc, won the contract through demonstrating commitment to developing an effective solution to run Digital Mirror, which Specsavers has created in partnership with specialist software company, Unipro, to transform the online buying experience.

More than four million frames have been tried on using the feature since it was unveiled in July. The website has already attracted a great deal of attention, winning the 'Best Use of E-commerce Technology' at the European Retail Solutions awards.

Using the UK for the initial launch, Specsavers also intends to roll out the Digital Mirror across a further nine international web sites.

Rodney Sealy, a major account manager at KC, said: "We have provided Specsavers with a managed server environment which hosts a rich text application being used by Specsavers' websites in each of their global territories.

"The hosting solution benefits from high speed Internet access and dedicated load-balancing servers within our data centre, allowing Specsavers to take full advantage of the high performance HP servers that have been deployed.

"A combination of our engineering team's dedicated support, the use of the Linux Redhat operating system and the fully managed network, will ensure 100 per cent up time so that Digital Mirror can reach its full potential.

He added: "Buying glasses online can now be interactive, personal and fun. We are excited to be contributing to this new initiative."

Chris Corbin, Specsavers' IT Accounts manager, said: "Digital Mirror is proving to be hugely popular and it is therefore imperative to partner with a hosting provider that can demonstrate industry experience, tailor the service to our requirements, and assure us of complete reliability throughout our global expansion."

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For more information please call Anna Millar at Kingston Communications on (01482) 602831 or email

anna.millar@kcom.com

Links:

Specsavers (<http://www.specsavers.co.uk>)

KCOM (<http://www.kcom.com>)

Notes to editors:

#### About the KCOM Group

KCOM Group PLC provides a range of integrated IT and communications services to businesses, and internet and telecommunications services to selected consumer markets, within the UK.

The Group's portfolio of businesses works with both leading private enterprise customers and public sector organisations. Through its Affiniti, Smart421 and JAM IP brands, the Group delivers solutions covering unified communications, contact centre solutions, data management, applications integration and managed services.

The KCOM Group also includes a regionally-focused business, Kingston Communications, which supports small to medium-sized businesses. Through its KC and Eclipse brands, the business offers a wide range of internet-based and telecommunications services. The regional business also provides telephony and internet services to targeted consumers through its KC, Eclipse and Karoo brands.

The Group is listed on the London Stock Exchange and employs over 2,500 people across the UK.