

# TheAlloy designed BT Home Hub 3 – more for less

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- TheAlloy designed BT Home Hub 3 delivers more functionality
- Size and carbon footprint reduced by 33%

Farnham, UK, April 11th 2011 – The new BT Home Hub, designed by TheAlloy, delivers an iconic new design for BT's flagship broadband router with more functionality in a reduced size – saving cost and carbon footprint.

The challenge for TheAlloy was to take the design of BT's market leading home router forward, by taking advantage of new chipset technology delivering a more compact and environmentally friendly form. With sweeping curves, Home Hub 3 delivers improved functionality, at lower cost, yet retains the iconic image of BT's award-winning hub product range.

Gus Desbarats, Chairman of TheAlloy commented: "BT's Home Hub is one of the company's flagship Broadband products. As technology develops, the design challenge is to deliver a product that people would be proud to display in a smaller and more environmentally effective form factor. Hub 3 develops the 'wave' shape of Hub 2 in a more compact form, sitting at the heart of the digitally connected home."

Despite the smaller form factor, BT Hub 3 offers an incredibly reliable wireless connection, which detects interference and automatically searches for the best wireless channel available. New functionality in the Hub 3 includes a removable key with the wifi security code printed in it, making it simpler for people to quickly connect new devices to the Hub 3.

Mayuresh Thavalapan, General Manager, Consumer Broadband, BT said: "The Hub 3 brief was an extremely difficult mix of marketing, cost, technical and time to market challenges. Yet again, The Alloy has done a really professional job that has been very helpful to us launching successfully."

The successful completion of the BT Home Hub 3 project marks another highlight in the longstanding strategic partnership between BT and TheAlloy. The two companies have worked on projects such as BT's award winning range of phones, BT's market leading baby monitors and the Home Hub 2.

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Photography available from XL Communications or download here:

<http://imagelibrary.btplc.com/assetbank-btplc/action/viewAsset?id=3133&index=3&total=5&view=viewSearchItem>

About TheAlloy

TheAlloy is a design consultancy. The company creates platforms that deliver better user experiences to drive improved organizational effectiveness. TheAlloy has created thousands of improved experiences that have delivered real business benefits to its clients and partners.

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