

DC09-119

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## **NEW FASTER BT BROADBAND FOR LINCOLNSHIRE BUSINESSES**

Lincolnshire businesses, even in the most rural areas, can now reap the benefits of faster ADSL broadband - thanks to a new, cost effective BT business technology.

Some businesses in rural areas, such as Lincolnshire, can experience lower broadband speeds due to the distance of their premises from the local telephone exchange.

A new 'bonded-ADSL' service has now been launched in the county, offering businesses a step towards faster broadband.

Dave Hughes, director of wireless broadband for BT, said: "BT has been working with Sharedband Ltd to use their bonded ADSL technology to deliver an affordable broadband product for Lincolnshire businesses. Bonded ADSL technology is well proven and the new BT service is able to deliver a faster broadband connection by aggregating the bandwidth of up to four ADSL lines connected to a customer's premises."

Paul Evans, chief executive of Sharedband, stated "how delighted we are to be working with such a great partner as BT in order to deliver increased bandwidth to businesses in Lincolnshire."

The service can lower initial costs for businesses requiring a fast broadband connection with the capability to support a variety of business applications, including virtual private networks, which is ideal for working at home or workers who use more than one office.

Other benefits include Voice over IP (VoIP) to save on telephone calls, off-site data back up solutions to protect business critical data, and video conferencing, which is excellent for reducing the need for travel and increase employee productivity.

One local company that has been enjoying the technology is Lincolnshire based Househam Sprayers. Stephen Heath, the company's IT manager, said: "Sharedband is a Godsend. For a small firm, or indeed any business, with a large bandwidth requirement it's really important, especially at the moment, to keep costs right down.

"Sharedband has certainly helped us to achieve this. We are now getting 2Mb/s on the upstream in comparison with the much lower speeds available from other alternatives and we benefit from nearly double the normal download speeds. It also works extremely well with our existing Virtual Private Network service which allows us to use the internet, to provide remote offices or individual users with secure access to our network."

For more information, local businesses should contact  
BT Local Business on: 01522 814400 Option 3

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## CONTACT DETAILS

Paul Hayward, BT Communications Manager, Tel: 0800 0850 660 or Email  
[paul.2.hayward@bt.com](mailto:paul.2.hayward@bt.com)

## NOTES TO EDITORS:

### About BT

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2008, BT Group plc's revenue was £20,704 million with profit before taxation and specific items of £2,506 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit [www.bt.com/aboutbt](http://www.bt.com/aboutbt)

## **About Sharedband**

Sharedband's patented technology is designed to radically improve the performance and resilience of Internet connections. The software aggregates multiple broadband connections into a single high-performance connection that is completely flexible and scalable. It works with standard broadband services and low cost hardware making deployment seamless, fast and affordable. The software can be used to aggregate a wide range of lines including leased lines, cable, SDSL, ADSL 2+ and VDSL or a combination of these services.

Sharedband is offered as a subscription based service available from Sharedband Service Providers, who are typically ISPs. The first Sharedband service was launched in the UK in March 2007. Sharedband launched a nationwide service in the USA in January 2009.

Sharedband Limited is a private company based in Ipswich, Suffolk, UK and the US office is in Seattle, Washington.

Sharedband contact: Richard Roberts: Tel +44 1473 287207; mobile +44 791 702 0737  
E-mail [marketing@sharedband.com](mailto:marketing@sharedband.com) or go to [www.sharedband.com](http://www.sharedband.com)