

**Press information for release 11 April 2011*

Etherlive and Easynet connect London to the world in 2012 **Event technology leaders allow London Media Centre to reach global audience**

Etherlive and Easynet Global Services have been appointed by the Greater London Authority to provide a ground-breaking communications solution to the London Media Centre during the London 2012 Olympic and Paralympic Games.

Two of the UK's leading progressive live event technology providers will ensure reliable connectivity for journalists from around the world at the London Media Centre site and from several iconic broadcast locations across London.

Etherlive will utilise Easynet's services to provide a state of the art infrastructure, enabling high-speed internet, IPTV and VoIP telephony to hundreds of workstations and edit suites catering for thousands of journalists expected to be welcomed at the London Media Centre during the Games. This service will be responsible for transmitting hundreds of thousands of hours of video content, voice calls, CCTV and inter/intranet connections.

Easynet will leverage its multi-gigabit national network to support the Etherlive service not only provide transport of real-time and recorded full-rate HD video content and Internet bandwidth, but also the underlying connectivity required at One Great George Street in Central London and also between One Great George Street and the four remote broadcast locations. This provision will enable Etherlive to offer their award-winning wired and wireless internet and private networking solutions in one seamless, secure network.

Etherlive are a leading provider of technology services for the events industry with customers including the Southampton Boat Show, World Triathlon, Goodwood Festival of Speed, Masterpiece, and WOMAD.

Easynet has a strong partnership track record with Etherlive, previously having partnered to provide the broadcast contribution and journalist network connectivity for the Sky Leadership Debate during the run up to the last general election.

Justin Fielder, CTO of Easynet Global Services, said "Etherlive and Easynet's capabilities are proven and tested, and we are delighted that the London Media Centre has chosen our partnership to support their demands during this once-in-a-generation event for London. Together we are confident that we will be able to provide the infrastructure needed, as well as the all-important service wrap to deal with the inevitable last minute changes that will be required. We are proud to be making such a significant contribution to the greatest show on earth."

Chris Green, managing director of Etherlive said: "Etherlive are proud to have been selected to deliver the technology component of the London Media Centre which demands a state-of-the-art solution to provide the media with an experience that is fitting for such an event. Having formed a winning team with Easynet for previous projects, we are confident of meeting the around-the-clock demands of today's fast-paced media environment."

**For further information / pictures, please contact
Triggerfish Communications 020 7233 9700**

Notes to editors

About Etherlive

- Etherlive is one of the UK's leading providers of IT and communications technology for the live event sector.

- Etherlive is a specialist in large-scale indoor & outdoor events with multi-faceted communications needs, as well as being a major supplier to the corporate conference and events market.
- Etherlive partners to provide services for the likes of WOMAD festival, The Green Man Festival, Goodwood Festival of Speed, South West Four, the Sky UK Election Debate, Southampton Boat Show, London World Triathlon, Nokia, Amazon and Sony.
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About Easynet

Follow us on Twitter: @easynet. Connect with us on Linked In: Easynet Global Services

Easynet Global Services is a worldwide provider of managed network, managed hosting and value added services such as Telepresence. The company has customers in 50 countries and 900 staff in 18 global offices.

Through a consultative approach, it engages with its customers to fully understand their business challenges. The company combines global reach with local expertise, providing a personalised customer experience wherever its customers are in the world. Easynet Global Services' customers include Via Michelin, FOX, Brinks, Transport for London, EDF, SAGE, Q Park and Bridgestone.

Together with the management team Easynet is owned by LDC (Lloyds TSB Development Capital). LDC is the leading mid-market private equity arm of Lloyds Banking Group.

For more information visit www.easynet.com