



## Broadband File Transfer Saves Time, Money and Transport

### **Broadband Pictures Mean Less Waste and Better Service**

Collin Douglas, managing director of Vision 2000, a Liverpool photography company, remembers how, until recently, "we were driving to our processors all the time to have film developed. If we wanted them urgently, which was often the case, it required another trip - and an extra £30 - to pick them up later the same day."

Now, when Collin goes out on a shoot, instead of fumbling with 35mm films, he is armed with a digital camera and his trusty laptop. "When I've taken the shots and edited them," he observes, "I connect my laptop to the Internet via a broadband wireless or mobile phone connection and send them to the client for approval. Once that's done I can e-mail the finished product to the printers. Without broadband the process would take forever."

The fast turnaround which broadband allows is illustrated by a recent shoot. Collin remembers how "I recently took around 80 shots of equipment for a waste management company's promotional material. They checked the prints there and then on my laptop. The most suitable were then e-mailed across to the IT department, and were up on their website that afternoon. The new process also saves money and reduces waste. Before digital photography I would have had to print out all of the pictures for the client to choose the best shots. Now I only print out exactly what is needed."



*Vision 2000's mobile office*

*"The new process also saves money and reduces waste"*

#### **Key Facts**

- **Conventional broadband is now at least 20-30 times faster than dial-up, and will become even faster in future**
- **Photography company Vision 2000 has transformed its business by adopting digital cameras and sending pictures to customers and printers by broadband**
- **X2 Communications provides 'black boxes' which allow up to 3 ADSL lines to be 'bonded' together to create a single high capacity connection.**



*“Saves us hours of time, which translates into increased efficiency and profitability”*

### **Getting The Most From Broadband Connections**

Simon Hopley, MD of Sandbach-based ARCAT, is delighted that “we have a very high capacity broadband link at very low cost. As we regularly upload or download very large files - often over 150Mb in size - this saves us hours of time, which translates into increased efficiency and profitability.”

This miracle is achieved by a ‘black box’ supplied by ARCAT’s sister company, X2 Communications. The box bonds up to 3 ordinary ADSL lines (the ‘plain vanilla’ broadband connections which most people use) together to create a single connection - so if the ADSL lines are each 1Mb capacity, the bonded connection will be 3Mb. This means,” Simon Hopley notes, “that we are paying just a few hundred pounds a year to get the kind of bandwidth you would normally have to pay £10,000 a year plus for.”

Mike Gardner, X2’s MD, also highlights other advantages of bonding ADSL lines together. “You can allocate each of the lines to different users so that no-one hogs all of the available bandwidth. On the other hand, you get increased reliability because if one line goes down you can route traffic through another. And if you want to use Internet telephony, one line can be dedicated to this so that there’s less chance of calls breaking up because there’s too much traffic on the network.”



*The ‘black box’ gives ARCAT access to super fast broadband an affordable price*

### **Faster Data Speeds Creates New Opportunities**

Almost all fixed line broadband links in Britain today are ADSL, which stands for Asynchronous Digital Subscriber Line. ‘Asynchronous’ means that there are different speeds for downloading (very fast) and uploading (much slower) data. This is fine for most users, because they download more than they upload.

The first broadband lines were typically about 10 times faster at downloading than dial-up, and ones installed now are usually at least 20-30 times faster. This means that data-intensive activities such as downloading movies or TV programmes becomes much easier. As a result, many new Internet services are likely to be introduced in future.

The speed of both downloading and uploading can be increased still further by using an intelligent device to ‘bond’ several ADSL lines together to provide a single connection. This means that companies can avoid the very high costs of having a special high capacity digital telephone line into their premises.

#### **Further Information**

The Northwest Regional Development Agency wants the region’s people and businesses to benefit from the new opportunities created by the digital revolution. It has worked with partners to establish Digital Development Agencies in Cheshire and Warrington, Cumbria, Greater Manchester, Greater Merseyside and Lancashire to achieve this at local level. The agencies help identify ICT priorities for their areas, work with local organisations to identify projects to address them, and secure the resources to make these projects happen.