

Tiscali Business Services and applica broadband enable international students to cut loose

Wireless broadband solution delivered to Arcadia University's London students

London, 26 November 2003 - Tiscali Business Services, a subsidiary of Tiscali, the Internet communications company, and its partner applica broadband have installed a wireless ADSL broadband solution at US academic institution Arcadia University's London Halls of Residence. The wireless networks will enable international students to access the Internet for study and communication from anywhere within Halls without being tied to access ports by network cables.

Six, business-class connections to Tiscali's 2Mbps broadband ADSL service have been installed by applica, one of the few providers of business-class wireless solutions, to which wireless access enablers have been plugged in. As wireless adaptors are available as standard on most computers and laptops, students now have almost immediate web access from their own rooms and multiple students can surf at the same time.

"This solution offers our students home from home IT study facilities," says Duncan de Silva, administrative officer at Arcadia University. "All of our students are from the US, where fast DSL connections are standard. It is important that we can provide them with this service - especially as for many the Internet is one of their main methods of regular communication with friends and family at home."

"We needed a wireless solution because of the high cost of installing fixed wiring into the buildings, some of which are very old and would have presented a number of challenges. The solution that Tiscali and applica have delivered was the most effective and cost efficient way of giving our students the network access they need," he concludes.

"Tiscali gives Applica the ability to offer tailored solutions to a much higher degree than competing wholesale providers. The combination of our wireless

expertise and Tiscali's broadband provided a perfect solution for Arcadia – no compromise. The solution means that together we can provide a level of service and broadband speed which is up to 40 times faster than the dial-up solution that Arcadia was using previously," says Simon Smith, sales director at applica broadband. "The flexibility of the service also makes it easier for us to respond to increased demand from customers, for example if more students than expected signed-up to study in London."

Arcadia, a highly respected, private university based in Philadelphia in the US with over 3,000 students, is one of the largest US study-abroad providers. It has established a large number of academic programmes to encourage students to study abroad for periods - from 3 weeks - up to a full academic year. More than 2000 students from over 300 US institutions experience foreign study through these programmes each year. Those choosing to study in London are provided with accommodation in halls at four central London locations.

-ENDS-

About Tiscali UK Business Services

Tiscali UK forms part of Tiscali SpA., headquartered in Cagliari, Italy. The UK company was launched in July, 2001 following the acquisitions of Liberty Surf, World Online and LineOne. Most recently, Tiscali UK acquired Tiny and Gateway ISP. Tiscali UK is positioned within the UK market as the 4th largest ISP.

Tiscali S.p.A., (Nuovo Mercato, Milan: TIS, Nouveau Marché, Paris: 005773), is the European Internet Company providing access, content and business applications, as well as innovative communications services. As of 30 June 2003, TISCALI had 7.6 million active users of whom 470,000 were broadband customers. Tiscali's corporate website can be found at www.tiscali.com

Tiscali UK Business Services, a leader in ADSL wholesale, has a focused product portfolio enabling customers to choose from IP Virtual Private Network and Managed Hosting solutions, ADSL and Leased line access, Streaming Media, Virtual Internet Service Provision and Telephony services.

Visit the Tiscali UK Business Services website: www.tiscali-business.co.uk

About applica broadband

Part of applica ltd Established in 1998, applica broadband provides tailored broadband solutions for businesses in the UK. applica broadband provides a range of products and services that focus on delivering the latest in wifi technology and network services. applica broadband has partnered with Tiscali Business to provide a network that is designed to carry "business grade" Internet traffic, ensuring their clients the very best in broadband connectivity. <http://www.applicabroadband.co.uk>

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