

PRESS RELEASE

Hanwell — October 22, 2002 — Today sees the launch of a local campaign to upgrade the **Wroxton St Mary** Telephone exchange to allow subscribers to get on the Internet Super Highway with BT's ADSL Broadband.

We have done some preliminary research and believe that if you have a telephone number starting 01295 73xxxx then your exchange is **Wroxton St Mary**. We believe this covers the Oxfordshire villages of **Hanwell, Horley, Wroxton, Balscote, North Newington and Drayton** and the Warwickshire village of **Shotteswell**.

What is Broadband?

Broadband is, very simply, a fast connection to the Internet that is always 'on'. You don't need to dial up every time you want to view a website or collect your emails. The extra bandwidth means that files, such as images, videos, music tracks and animations download much more quickly - up to 40 times faster than with a standard modem.

At home you will be able to explore websites that have richer content, watch live webcasts, listen to internet radio, download software quickly and take part in interactive gaming and debates. As more and more publishers tailor their services to Broadband users, it will improve your experience of studying, communicating, shopping and being entertained.

If you **work from home**, you will be able to gain fast, reliable access to business information and online services. Your email will arrive throughout the day. You may

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even decide to use video-conferencing to keep in touch with your colleagues and customers. It all helps to break down the boundaries between office and home, allowing you to enjoy the advantages of home-working without the hassle.

Broadband enables **small and medium sized businesses** to seize the advantage of being permanently connected to the Internet. Savings can be made by communicating and trading online. Marketing can be more efficient and effective. Customer service can be enhanced through real time interaction and your ability to respond speedily to email and web enquiries. Businesses could employ an Application Service Provider (ASP), allowing them to lease sophisticated software applications and use them online. This can help manage costs, improve security and enhance interaction with suppliers and customers. It is also easier to access corporate information from multiple business locations, from home or from your co-workers premises.

With Broadband the possibilities are virtually limitless. Indeed you'll probably have to try it to discover everything it can do for you!

BT's Broadband service uses ADSL technology. ADSL uses ordinary copper telephone wires to transmit digital packages between your premises and the exchange.

Why do we need to campaign?

In June 2002, after updating 1,115 of the country's major telephone exchanges BT Wholesale announced a scheme for the telephone customers linked to the smaller exchanges to influence the next phase of broadband roll-out. They did this by launching a registration scheme, where customers could register their interest with Internet Service Providers (ISP's) who would in turn register this interest with BT. BT then agreed to set "trigger levels" for the most popular exchanges, which once achieved and then with advance orders of 75% of the trigger level would upgrade them. These trigger levels are

based on a BT cost/benefit analysis. Over the last few months BT have announced trigger levels for 693 exchanges varying between 200 to 400.

Todmorden

The first exchange, Todmorden in West Yorkshire www.todtalk.com, reached their target on 10 September and now have 42 days from then to turn the initial registrations into sufficient advance orders with their ISP's for BT to upgrade their exchange.

Local Campaign Registration

Broadband4Wroxton have set up a web site www.broadband4wroxton.org.uk to publicise the scheme and collect registrations which will be submitted to BT via various ISP's (The campaign does not have any special links with any ISP's). As of today, 22 October 2002, there are 31 registrations shown on the BT database.

Help needed

Sponsors to print a leaflet (attached) and volunteers to distribute within the various villages. Leaflets have been distributed in Hanwell and Horley so far.

For more information:

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For more information on Broadband/Campaigns:

<http://news.bbc.co.uk/1/hi/sci/tech/2051537.stm>

<http://www.broadband4wroxton.org.uk>

<http://www.broadband1.bt.com>

<http://www.adslguide.org.uk/guide/summary.asp>

Other campaigns

<http://www.adslguide.org.uk/qanda.asp?faq=PreReg#Q170>

What does Broadband cost?

As with all things this varies according to levels of service required, Broadband (ADSL) services are available at a number of speeds and prices depending on the use as a home or business user. The tables below shows guide prices for Broadband services from Demon Internet.

Home Users

<i>Service Name</i>	<i>Speed Download/ Upload</i>	<i>Installation Cost</i>	<i>Monthly Cost</i>
Demon Express Solo (Requires customer supplied modem/router & micro-filter)	500Kb/s - 250Kb/s	£50	£24.99
Demon Express (Includes ADSL modem & micro-filter)	500Kb/s - 250Kb/s	£210	£28.99

Business Users

<i>Service Name</i>	<i>Speed Download/ Upload</i>	<i>Installation Cost</i>	<i>Monthly Cost</i>
Demon Express Plus (Small Businesses with contention ratio of 20:1)	500Kb/s - 250Kb/s	£250	£75
Demon Express (Medium size businesses with 24x7x365 technical support)	2Mb - 250Kb/s	£250	£150
Demon Express Gold (Includes firewall and connectivity for up to 150 users)	2Mb - 250Kb/s	£250	£270

For more information on the Demon Internet ADSL services visit www.demon.net/adsl
Broadband4wroxton has no connection with Demon.