

**Legendary Crucible Theatre, home of the 888.com World Snooker Championship, takes Fixed Wireless Internet Access from On-Communications**

***Fixed Wireless Access internet connectivity solution for Sheffield Theatres' three performance venues***

On-Communications, the UK market leader in Fixed Wireless Access (FWA), has provided an internet connectivity solution to support Sheffield Theatres three performance venues of the Lyceum, Studio and Crucible Theatres – the world famous venue of the 888.com World Snooker Championship. A second connection will also be provided to support a separate temporary office complex during the refurbishment programme at the Crucible Theatre.

The first high performance FWA service provides all internet and data connectivity for Sheffield Theatres, enabling it to support its own email servers and host its busy web site. The connection from On-Communications has replaced two standard SDSL connections that could not keep pace with Sheffield Theatres' growing demand.

Connection speed is a key element of the overall solution as it supports a number of mission critical applications – online booking, email and traffic from the international media centre. On-Communication's fast and proven service, with "burst" capabilities for times of higher usage, will be particularly important during peak periods around major events, such as the 888.com World Snooker Championship, concerts and productions.

Sheffield Theatres is also taking a second connection from On-Communications to support a temporary office complex during the refurbishment project of the Crucible Theatre. The second connection will provide all internet and email connectivity for the temporary offices and support networking with the main theatres sites.

Chris Blackburn, IT Manager, Sheffield Theatres commented:

"Performance is vital for us. Our website is a crucial element of our operations for all three venues, providing online Box Office and ticket booking services. And like any other modern enterprise, email is a vital communication tool for our production and administration teams. Our previous SDSL solution had not kept pace with us. On-Communications FWA solution has proven more reliable and faster, and offers burst capability at periods of peak load. On-Communications' solution was quick and painless to install and worked perfectly from the beginning. As a dynamic company, we also appreciate the flexibility of both the FWA connection and company, which is invaluable during the refurbishment process we are currently going through."

Ian Roberts, Chief Executive Officer, On-Communications commented:

"Sheffield Theatres has won a reputation for innovation and providing high quality events, so it is a real honour to work with such a professional organisation. Its decision to use On-Communications service to provide connectivity for their online Box Office

demonstrates that our FWA is a proven and dependable solution for demanding applications. The great thing is that our solution was designed and built from the very beginning to provide speed, quality and the flexibility companies now realise they need from their connectivity provider.

“Our corporate headquarters are also in Sheffield and its rewarding to be able to support a local centre for the arts that includes such a legendary venue as the Crucible Theatre.”

Sheffield Theatres three distinctive performance venues are the focal point of the performing arts in Sheffield and produce a wide variety of entertainment. The World Snooker Championship has been held at the Crucible Theatre since 1977 and is the highlight of the snooker calendar. The event draws the best players from around the world to compete, in front of sell-out crowds, for the most coveted prize in the sport. The Crucible Theatre plays host the 888.com World Snooker Championship between 19<sup>th</sup> April and 5<sup>th</sup> May.

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**About On-Communications**

On-Communications is the UK market leader in fixed wireless business to business Internet Service Provision delivering high speed, symmetric, uncontended, high quality connectivity via Fixed Wireless Access links using the latest wireless technologies, including Wimax. Its services provide a guaranteed bandwidth and similar performance as a dedicated leased line, but at lower cost and with the flexibility of extra bandwidth at busy times. Additionally, On-Communications services have the benefit of being totally independent of BT Openreach's local cable infrastructure, exchange network and backhaul, typically enabling new customers to be connected in less than 15 days. Network coverage is being rolled out into major metropolitan centres and is growing both organically and through acquisition.

[www.on-communications.com](http://www.on-communications.com)