

## Wiltshire's Etherlive rings in new technologies Femtocell and cordless VoIP launched by leading IT supplier to event sector.

Etherlive, leading innovative technology provider for the UK events industry, has launched two new products designed to enhance live event communications; from onsite crew and production teams through to audiences and acts.

Based in Brinkworth near Chippenham, Wiltshire, Etherlive has cemented its reputation as one of the UK's leading and most progressive live event technology providers.

Mobile phone usage at live event sites has long been recognised as a challenge due to lack of coverage or system overload. As the UK gears up for the busy festival season and budgets are laid out for 2012s major events, Etherlive's new offerings are set to play a major part in the planning and logistics behind sporting, music and corporate events:

- Based on Femtocell technology, Etherlive has introduced a miniature mobile phone cell tower available for use by any pre-approved Vodafone customer. The unit connects to the on-site internet link and routes calls from the approved mobile phones mirroring the normal mobile phone network. The unit enables sites which suffer from poor coverage or service to continue operating smoothly. Once handsets have joined the network, call plans and usage is billed as normal.
- Etherlive is also launching the next generation of wireless VoIP technology. VoIP is widely acknowledged for the quality of end user experience and its customisable environment, reduced calling costs and facilitating fast deployment. Based on a new implementation of the DECT specification, Etherlive's roaming handsets enable all the benefits of VoIP calling without the restriction of being tied to a desk with a range of 150 metres from the closest base unit. The units also include new features such as Push-To-Talk (PTT) mimicking a radio, silent alert and SMS messaging.

Etherlive is recognised as one of the UKs leading event technology companies providing services for events such as WOMAD and Goodwood Festival of Speed. The company has a busy summer lined up with additional contracts secured at the UEFA Champions Festival, South West Four in July, the Cornbury Festival and Masterpiece as well as with corporate conferences and launch events across the UK. Most recently the company was appointed by the Greater London Authority to provide all communications, broadcast links and IT services for the London Media Centre during the London 2012 Olympic and Paralympic Games.

Etherlive was founded in 2007 by local IT experts who had made their mark in the fast-paced world of global corporate IT and saw a need for their expertise in the events market.

Tom McInerney, Director at Etherlive said: "Technology changes on a daily basis and it is critical that we set the pace for the event sector by bringing new products to market. Telephony is a huge area where the latest innovations can be of real benefit to our festival and large scale live events clients".

**For further information / pictures, please contact**

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### **Notes to editors**

- 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 provides services to events such as WOMAD festival, The Green Man Festival, Goodwood Festival of Speed, South West Four, the Sky UK Election Debate, Southampton Boat Show, London World Triathlon, Ford and Nokia.
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