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LUKE MOORE KICKS OFF LAUNCH OF BIRMINGHAM AS A 'WIRELESS CITY'

- *BT and Intel spearhead four-day wireless showcase*
- *Birmingham City Council unveils Free Information Zone*

Aston Villa's Luke Moore will launch a series of events, activities and competitions to celebrate Birmingham's status as a 'BT Wireless City'.

The England Under-21 star will join Deputy Leader of Birmingham City Council, Paul Tilsley, to officially open a four-day event in Victoria Square on Thursday, organised by BT, in association with Intel. Birmingham residents, businesses and visitors will be the first in the UK to experience the exciting benefits of Wireless Broadband (Wi-Fi) at the specially-designed interactive showcase.

The launch of extensive Wi-Fi coverage in the city centre follows Birmingham City Council's pioneering agreement with BT to become one of the UK's first BT Wireless Cities.

The new network covers an area within the city centre, incorporating Queensway across to Moor Street in the east. This includes the landmark areas of New Street, Corporation Street, Victoria Square and Colmore Row, and extends out along Broad Street, Digbeth High Street, and areas around Millennium Point and Aston University.

It builds on BT's existing Openzone network and will transform the way people work, talk and play whilst out and about.

As well as providing web access, the Wireless City project will also see Birmingham establishing the UK's first ever openly accessible Free Information Zone (fiz), which will provide free information on a wide range of public and local services.

The important milestone will also cement Birmingham's status as a leading international city for commerce, as the best UK city outside London to locate a business* and its aim to become Europe's leading digital city by 2010.

Birmingham City Council will be better equipped to deliver key services such as traffic management and will offer free access to council services and information; business people will be able to work more productively with their Wi-Fi enabled device, such as laptops, mobile phones and PDAs (Personal Digital Assistants).

Tourists and residents will be able to enjoy all the leisure benefits of the internet they normally have at home, such as online shopping whilst waiting for friends or colleagues; while tourists will be able to go online to read up on local attractions, find maps or restaurants at broadband speeds whilst on the move.

The free showcase, which runs from Thursday to Sunday, will be split into five 'experiences':

- **At Home** – A specially mocked-up 'home' will enable people to see how wireless broadband can help them talk and play at home and on the move;
- **At Work** – An office environment equipped with products and services to offer businesses truly converged mobility and communications service;
- **The Gaming Zone** – Gamers will be able to play games over laptops and mobile gaming devices such as Nintendo DS, where people can take on online gamers around the world!
- **On the Move** – Here visitors will be able to try out BT Openzone and see how its partners' products and services work across the city's wireless broadband network;
- **In the City** – Birmingham City Council will be unveiling its new, unique Free Information Zone – fiz – which is a council-run service. Designed by Digital Birmingham, it will provide free information on services, including: cinema and theatre listings, train and bus timetables, accommodation, local news and sport, and access to many council services.

Throughout the four days, there will be chances to win prizes, from BT Openzone vouchers, Intel®Centrino® Duo enabled laptops, Motorola A910 BT Fusion Mobile, Nokia N800 Internet Tablet, Wi-Fi baby monitors, Internet Wi-Fi radios and VIP tickets to the England versus Estonia Euro 2008 qualifier at Wembley on October 13.

John Dovey, BT's regional director for the West Midlands, said: "The Wireless Cities programme is a really exciting step forward for everyone in Birmingham and will open up a raft of new opportunities for local businesses, citizens and visitors, ensuring they are best connected, anytime, anyplace, anywhere.

“This innovative four-day showcase will provide the perfect opportunity for people to see and experience for themselves how they can benefit from Birmingham becoming a BT Wireless City and to discover more about what the technology can do for them.”

Graham Palmer, Intel UK country manager, said: “Intel have been spearheading the adoption of mobile working with the Intel®Centrino® Mobile Technology platform within the business environment for several years and we are really excited about working with BT to help drive the benefits of the use of wireless to consumers and a much wider business audience.”

Councillor Paul Tilsley said: “Creating the wireless network is an important stepping stone on the route to establishing Birmingham as Europe’s premier digital city by 2010. A key component of this is the truly groundbreaking fiz, the like of which has never before been seen anywhere in the UK.

“Freely available to anyone with a wireless-enabled phone, laptop or PDA, the fiz provides an extensive information resource which will truly liberate the lives of anyone living in, working in, or passing through the city.”

For more information, visit www.btwireless.bt.com.

NOTE TO EDITORS

Launch Photocall:

Aston Villa’s Luke Moore, Councillor Paul Tilsley and BT regional manager Ian Binks will be joined by pupils from Aston Manor Secondary School for the official launch on Thursday, September 27, from 2-3pm, at the interactive wireless showcase in Victoria Square, Birmingham.

The Wireless Showcase:

Opening Times: Thursday – 8am-8pm; Friday – 8am-7pm; Saturday - 9.30am-7.30pm; and Sunday 10am-4pm.

More About The Showcase Experiences:

At home:

- BT Home Hub: allows customers to create their own wireless network, and sets up a single access point for all BT’s latest broadband products, now and in the future.
- BT Total Broadband: customers can benefit from ultra-fast download speeds of up to 8Mb, free internet voice calls, free video calls and a suite of security software. Customers also have the freedom to access Wireless Broadband on the move with inclusive BT Openzone wireless minutes each month.

- BT Fusion Mobile: launched in 2005 was the world's first seamless converged fixed-mobile phone service. The GSM/Wi-Fi version was launched in January 2007. This means that in the home and at BT Openzone hotspots customers get great value calls and quality. With the consumer offer you can talk for 4 and pay for 1 minute in the home and at BT Openzone hotspots.
- BT Vision: the service that lets you watch and record Freeview TV and order on-demand content, including films and Premiership football.

At work:

- BT Office Anywhere: allows customers to do business anywhere - you can talk, access your office e-mail, calendar and contacts, and view documents – all while on the move.
- BT Business One Plan: provides a single service for mobile, landline and broadband, enabling businesses to reduce costs and improve the efficiency of staff.
- BT Total Broadband Business customers can also receive 250 BT Openzone Wi-Fi minutes a month for no extra cost so can experience the benefits of Wi-Fi whilst on the move.
- BT Fusion for Business: provides customers with all of the benefits of the consumer offer but with a different proposition. In the office, or at BT Openzone hotspots, for up to 60 minutes customers pay 5p for UK fixed line calls, less than the cost of a text; 15p for calls to BT mobiles, and 25p for calls to other UK mobiles. On the move all calls to both fixed and mobile numbers are capped at 25p for up to 60 minutes.

On the move:

- BT Openzone Wireless Broadband and Intel®Centrino® allows you to work, talk and play more freely: you can work as effectively out of the office as they would at your desk; you can make cheaper BT calls over the internet using BT Fusion Mobile or BT Office Anywhere; and you can even play games against online opponents.
- BT customers have access to the internet over high-speed Wi-Fi at over 2,000 BT Openzone hotspots in premium locations directly managed by BT in the UK and Ireland, extensively across 12 cities in the UK and Ireland and at over 35,000 sites globally.

In the City:

Birmingham City Council's Free Information Zone – FIZ

The FIZ will provide free information on a wide range of public and local services and be an invaluable resource to anyone with a wi-fi device. As well as accessing details about council services, people will be able to use it to do everything from reserving library books to reporting graffiti. Users will also be able to log on for instant access to:

- Listings for local cinemas, theatres, music venues and sports events;
- Ideas of where to eat and drink;
- Train, metro and bus timetables;
- Where to park and where to find a taxi;
- Places to stay;
- Where to shop;
- Toilets and baby-changing facilities;
- News and sport;
- Local weather forecasts;
- Emergency services;
- Jobs;

- Schools, colleges, term dates and holiday clubs;
- Conference facilities and business support services.

FIZ has been developed by Digital Birmingham, a unique cross-sector alliance of commercial, public, community and voluntary organisations with the common goal of bringing the benefits of global digital technologies to everybody living, studying, visiting and working in Birmingham.

* Source: *Cushman and Wakefield UK Cities Monitor 2006*.

BT Wireless Cities Programme:

Birmingham was one of the first to sign up to become a BT Wireless City last year, along with Edinburgh, Newcastle, Leeds, Liverpool, Cardiff and Westminster. Since then Wireless City agreements have also been signed with: Bristol, Glasgow, Nottingham, Portsmouth, Sheffield, and more recently the London Borough of Waltham Forest.

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About BT

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include networked IT services; local, national and international telecommunications services; higher-value broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2007, BT Group plc's revenue was £20,223 million with profit before taxation of £2,484 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit www.bt.com/aboutbt

About Intel

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