



## PHOTOCALL/INTERVIEW OPPORTUNITY

Peter Beardsley and representatives of BT, Intel and Newcastle City Council will be available for photographs and interviews at the launch of Newcastle as a 'BT Wireless City' at **The Monument, Newcastle, on Thursday October 4 at 1pm**. If you wish to attend, please call the BT press office on 0800 085 0660.

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October 1, 2007.

### FOOTBALL HERO KICKS OFF LAUNCH OF NEWCASTLE AS A 'WIRELESS CITY'

- *Newcastle becomes one of the UK's first BT Wireless Cities*
- *Free four-day wireless showcase opens to the public in Newcastle on Thursday October 4*

Football legend Peter Beardsley will kick off a host of events, activities and competitions to celebrate Newcastle becoming one of the UK's first 'BT Wireless Cities.'

The former Newcastle and England striker will join Newcastle City Council leader Councillor John Shipley to open a four-day wireless 'showcase' at The Monument in Newcastle on Thursday (Oct 4), organised by BT in association with Intel. Newcastle residents, businesses and visitors will be among the first in the country to experience the benefits of Wireless Broadband (Wi-Fi) at the free, specially-designed showcase.

BT is working with Newcastle City Council to evaluate a range of wireless applications to improve key services such as traffic management and public safety. These include wireless CCTV cameras to help cut crime and reduce anti-social behaviour, which can be redeployed more quickly than traditional fixed cameras.

The 'Wireless City' agreement between BT and the city council will transform the way people work and live whilst out and about – and cements Newcastle's status as one of the UK's leading cities. It builds on BT's existing Openzone network.

Businesspeople will be able to work more productively with their Wi-Fi enabled devices, such as laptops, mobile phones and PDAs (Personal Digital Assistants). Residents will enjoy all the leisure benefits of high-speed internet access they usually have at home, such as online shopping, and tourists will be able to go online whilst 'on the move' to read up on local attractions, find maps or restaurants.

Newcastle's new Wi-Fi network covers the main city centre area between Blenheim Street, Percy Street and John Dobson Street, including the main pedestrianised streets of North Street, Northumberland Street and Blackett Street; and also stretches as far as the Baltic Quay area of Gateshead and towards Jesmond to the A167 ring road. Coverage will be further extended as the programme progresses.

The free showcase, which runs from Thursday (Oct 4) 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** – this section will explain how people living and working in Newcastle will benefit from BT Openzone Wireless Broadband being extensively available across the city.

Throughout the four days there will be chances to win prizes including BT Openzone vouchers, an Intel®Centrino® Duo enabled laptop, Motorola A910 BT Fusion Mobile, Nokia N800 Internet Tablets, Wi-Fi baby monitors, Internet Wi-Fi radios and VIP tickets to the Newcastle versus Birmingham match at St James' Park on December 8

Simon Roberson, BT's regional manager for the North East, said: "The Wireless Cities programme is a really exciting step forward for everyone in Newcastle. It 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 Newcastle 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 to 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 John Shipley said: “I’m very proud that Newcastle is among the first to be declared a wireless city. This partnership with BT has already created a superb wireless network, which is great news for businesses and individuals in the city and I’d urge people to come down to the wireless showcase to find out more about what this technology can do for them.

“Newcastle has ambitions to be foremost in science and technology as part of our status as a Science City. Becoming a wireless city is a key building block in the achievement of our ambitions.”

For more information, visit [www.btwireless.bt.com](http://www.btwireless.bt.com).

**END**

**For more information contact the BT regional press office on 0800 085 0660.**

**For more information about Newcastle City Council please contact Will Mapplebeck on 0191 211 5076.**

**For more information about Intel please contact Parveen Akhtar on 01793 403136 or email: [perveen.akhtar@intel.com](mailto:perveen.akhtar@intel.com)**

**Note to Editors:**

**The Wireless Showcase:**

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

**More Detail on 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** allows you to work, talk and play more freely: you can work as effectively out of the office as you 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 more than 35,000 sites globally.

**BT Wireless Cities Programme:**

Newcastle is one of the first places to become a BT Wireless City, along with Edinburgh, Birmingham, Leeds, Liverpool, Cardiff and Westminster. Wireless City agreements have also recently been signed with Bristol, Glasgow, Nottingham, Portsmouth, Sheffield and the London Borough of Waltham Forest.

**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](http://www.bt.com/aboutbt)

### **About Intel**

Intel, the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at [www.intel.com/pressroom](http://www.intel.com/pressroom) and <http://blogs.intel.com>.

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