



## **Northern Ireland company calls time on Slow Broadband**

A Northern Ireland startup has today announced it will begin to roll out super-fast wireless broadband, to rural areas across County Down from December 2011.

ionNet, currently based in Newtownabbey, intends to bring connection speed of up to 30meg to rural homes in areas currently underserved by BTs fixed copper line network, many rural areas have yet to be "Fibre enabled" by BT & cannot yet receive the mandated minimum of 2Mbps as stated in the UK Government "Broadband" pledge.

Many areas in rural Northern Ireland presently suffer very slow dial-up connections & are forced to use expensive satellite broadband, however, ionNet will be using state-of-the art secure radio technology to provide high-speed internet access, over the air, at prices similar to that of a conventional broadband connection.

Similar schemes exist across the around the world, including in the Irish Republic & even closer to home in the North-West, but this is the first time such a scheme has been mooted for a larger part of Northern Ireland. ionNet plans to begin to build its network across Mid Down starting in December 2011, rolling out to other areas as demand dictates.

Nik Fox, Managing Director of ionNet said "We think its about time the rural economy got a break, there are homes & business which are currently trying to live in an increasingly 'connected' world, but only getting speeds which were 'state of the art' in 2009."

He added "We rely on being connected these days for everything from banking, to shopping to keeping in touch with your Australian Auntie. Slow broadband just doesn't 'cut it' in modern society. What we're doing will change that & bring an affordable, reliable option to market for consumers & businesses in areas which BT aren't serving at an acceptable speed"

Similar to the early days of ADSL broadband, the company are currently accepting expressions of interest & when a sufficient number are received, they will enable an area for their service. ionNet are also interested to hear from those who may have an interest in becoming a network "node" to enable them to extend their service in to harder to reach areas.

Anyone wishing to find out more or register interest can log on to [www.ionnet.co.uk](http://www.ionnet.co.uk) or call 0845 287 7236