



## **SmarttNet changes Internet landscape with new offering – for immediate release Dec. 5, 2009**

A new kind of Internet is being offered by Burnaby-based ISP SmarttNet – one that could change the business Internet landscape.

The product, called Arista Connect, is a technology recently deployed by SmarttNet as a new way of offering high speeds that mimic fiber connections, only without the prohibitive expenses. Now, any sized company can afford to have real-time transmissions, which could solve bandwidth issues for what CEO Saleh Tousi calls “mission critical applications.”

“As data transmission rates increased and interest in high bandwidth connectivity increased with it, SmarttNet saw a desperate need for businesses to acquire lower cost connections,” said Tousi. “We decided to test existing infrastructure to provide a new type of service, and so Arista was born.”

Whereas a fiber connection could cost anywhere between \$800 to \$2,000 monthly, plus up to \$2,000 to set up over six to eight weeks, Arista Connect pricing is not dependent on location and can be implemented within a week starting at \$179 to setup and about \$300 monthly.

The technology runs by joining multiple DSL lines together, but is at an advantage over traditional bundling methods by operating at a different level in the system. In short, it does not rely on software, which means direct communication is possible between devices, allowing for more reliability and security, not to mention speed. For businesses, the result is a low-cost product that SmarttNet believes can't be beat.

“Sure, you can get fiber or wireless in more locations now than before – but really the start up installation cost and monthly fees can be extreme. Plus, there is no redundancy,” explained Tousi. “Cable is likely not to meet a company's needs as Cable data transmission rates do not go that high for business accounts. Arista is the perfect alternative.”

According to Tousi, Arista is an ideal connection for companies trying to reduce monthly costs yet still require high bandwidth speeds for file sharing over multiple locations. Even running a VoIP telephony service in an office or hosting a Web site could require more than what an ordinary Internet connection can offer.

“Many businesses run everyday applications that need higher uploading speeds because they are constantly feeding information out to other users,” described Tousi, who mentioned engineering, law, IT, healthcare and multimedia firms as ideal candidates that could benefit from Arista.

Arista is also the only type of Internet service that comes with built-in redundancy, so that if one line slows down or blacks out, the others continue functioning, virtually eliminating down-time.

SmarttNet Arista Connect officially launches in January and will be available to 90 per cent of B.C. and Alberta. More information can be found at [www.smartt.com](http://www.smartt.com)

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