

# Davidson's Mains gets superfast broadband

✖ **Super-fast broadband has arrived in Davidson's Mains, BT announced.**

***Upgrade hailed by Colin Keir MSP as more than 5,500 local homes and businesses set to benefit from BT's £2.5 billion roll-out***

Around 500 homes and businesses in the Edinburgh community now have access to the high-speed technology – and this figure will increase to more than 5,500 as engineers complete the local upgrade in the weeks ahead.

The BT investment was welcomed by Colin Keir, MSP for Edinburgh Western, who described it as great news for the area.

✖ Mr Keir said: "Better, faster communications boost businesses, helping them grow, and create more jobs. What's more, local residents can enjoy quicker browsing and downloading at home. This is great news for Davidson's Mains, and I look forward to fibre being rolled out in other parts of North West Edinburgh."

Fibre broadband is now available to around 95,000 city homes and businesses and by the end of Spring 2014 more than 178,000 premises will be able to benefit from BT's £2.5 billion fibre programme.

Brendan Dick, BT Scotland director, said:- "Our roll-out of fibre broadband continues to spread across Edinburgh, with Davidson's Mains the latest place to benefit. More than two million homes and businesses across the UK are already using our new fibre network. Davidson's Mains residents now have the opportunity to join them and find out for themselves why

there's such a buzz about fibre broadband.

"Whatever you're doing online, you can do it better and faster with fibre. Whether it's shopping, downloading music and video, watching TV, social networking, studying or researching homework, once you've switched to fibre you'll never look back. Outside the home, it also has huge potential for public services and city businesses.

"Businesses working better with fibre tell us it's helping them in a wealth of ways, from day to day activities like downloading software, collaborating with clients and moving large data files around to big business decisions like expanding the workforce or introducing better quality IT services at less cost.

"BT is not just building a national communications network fit for 21st century Britain; we're doing it at speed, making fibre broadband available to around 80,000 more premises a week."

He added: "We've always said we'd like to work with the public sector to expand the fibre footprint beyond the commercial boundaries. In Scotland we are excited to be doing exactly that through multi-million pound partnerships with the Scottish Government, Highlands and Islands Enterprise, Broadband Delivery UK, local authorities and others.

"Alongside commercial upgrades, these ambitious projects will see 85 per cent of premises passed by fibre broadband by the end of 2015 and around 95 per cent by the end of 2017."

BT's fibre footprint currently passes more than 17 million UK homes and businesses. It's due to pass two-thirds of UK premises – around 19 million premises – by the end of Spring 2014, at least 18 months ahead of the original timetable.

Openreach, BT's local network business, is primarily deploying fibre-to-the-cabinet (FTTC) technology, where the fibre runs

from the exchange to a local roadside cabinet. In addition to download speeds of up to 80Mbps, FTTC also delivers upload speeds of up to 20Mbps<sup>2</sup> - and could deliver even faster speeds in the future.

Openreach has also started to make fibre-to-the-premises (FTTP) technology, where the fibre runs all the way to the home or business, commercially available on demand<sup>3</sup> in certain areas where fibre broadband has been deployed, and plans to expand access in due course. FTTP-on-demand offers the top current download speed of 330Mbps.

According to the regulator Ofcom, the current average UK residential broadband download speed is 14.7Mbps.

Fibre broadband at home means everyone in the family can do their own thing online, all at the same time, whether it's downloading music in minutes or watching catch-up TV; streaming HD or 3D movies in the few minutes it takes to make popcorn; or posting photos and videos to social networking sites in seconds. Fibre improves the quality of online experiences and supports exciting new developments in internet services.

The benefits are also considerable for businesses, which can do much more in far less time. Firms can speed up file and data transfers, collaborate with colleagues and customers on conference or video calls or swap their hardware and expensive software licenses for files, processing power and software from cloud computing. Staff can work as effectively from home as they would in the office.

Unlike other companies, Openreach offers fibre broadband access to all service providers on an open, wholesale basis, underpinning a competitive market. For further information on Openreach's fibre broadband programme visit [www.superfast-openreach.co.uk](http://www.superfast-openreach.co.uk)