

Snow Patrol help launch firm's new technology in fine tune

A BELFAST telecoms firm has used a performance by local heroes Snow Patrol to demonstrate that its ground breaking technology really does Run.

InTune Networks, which employs 43 high-tech staff in its Belfast research and development centre, used the band's headline slot at the Other Voices festival at St James' Church in Dingle over the weekend to showcase its Optical Burst Switching product.

The telecoms technology enables mass, live, simultaneous content downloads in high definition.

The performance was transmitted live to audiences in a number of locations in the Co Kerry town connected to a fiber optic network.

Tim Fritzley, CEO of Intune Networks said: "The technology was invented and developed in our Dublin and Belfast offices and it is fitting that a cultural event like Other Voices provides the backdrop for this demonstration.

"This combination will help underpin the island of Ireland's international reputation as a vibrant, dynamic, innovative society that values its living traditional and future technical cultures.

"More of life is shared and accessed on the internet than any other medium and that trend will continue unabated with internet traffic doubling every two years."

Intune said the demonstration illustrates that its tech-

nology is ready to deliver the most demanding of live multimedia events and meet the consumer's highest quality expectations across a multitude of devices and formats.

Jayne Brady, General Manager of Intune Belfast added: "The world will need a next generation optical burst switch such as Intune Networks that will deliver the quality of personal experience that everyone has come to expect.

"Our technology will do this with a very low carbon footprint, as it tackles the issue of the internet's power consumption, which continues to dramatically rise with the increased use of existing network equipment."

