

## ac3 BROADCASTS CHANNEL 45

ac3 is hosting the New South Wales Government's digital TV service, broadcast on free-to-air Channel 45.



Webcam from Bondi beach as shown on Channel 45.

The NSW government TV service trial was launched earlier this year, and broadcasts government information, educational and cultural programming to metropolitan Sydney from 5am to 11pm seven days a week.

The programming is a mix of live streaming content, including webcams of traffic and surf conditions, and seasonal material such as snow resort cams.

"It's a bit *Bloomberg news service* in look and feel," says Paul McCarthy from the NSW Department of Commerce. "We run peak-hour programming such as traffic and transport information in the mornings and afternoons, education material for children and schools through the day, and arts material in the evenings from institutions like the Power House Museum and The Art Gallery of New South Wales.

"It also features coverage of community events such as the Sydney Writers Festival and Sculptures by the Sea."

Asked why the NSW government had decided to get into TV broadcasting Mr McCarthy says: "It's an acknowledgement that it's an effective way to communicate. The government has a lot to say and digital TV is an efficient way to do that.

"Many governments around the world are beginning to use TV to disseminate information," says McCarthy. "In the US nearly every government has a TV service to deliver public information via cable."

All the programmed and live play-out material is stored at ac3 and is transmitted to the broadcast facility at Gore Hill.

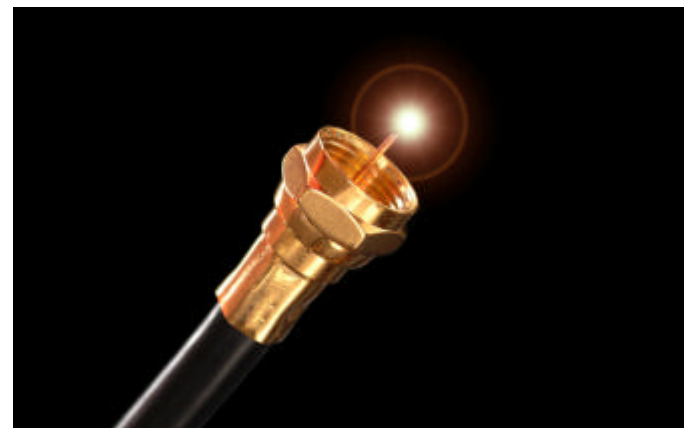
For more information see <http://www.digitaltv.nsw.gov.au/>.

## GIGABIT INTERNET UPGRADE

ac3's customers are now enjoying faster access to managed co-location and supercomputing services following an upgrade to ac3's main Internet link to one Gigabit per second.

"As well as improving our bandwidth and reliability, the upgrade provides us with greatly expanded peak load capacity", said Michael Nancarrow, ac3's Networks and Security Manager. "The average load is now substantially reduced, and the peak load observed so far is only 8 per cent of the available capacity."

ac3 has upgraded from Optus' ATM cloud technology to their latest Ethernet technology, which can be used for Wide Area Networking, or to connect to the Internet.



The speed of ac3's main link to the Internet has been increased to one Gigabit per second.

The Ethernet service is delivered across a reliable nationwide Optus MPLS backbone network, which uses high throughput redundant core switches and several levels of redundancy to provide a highly resilient platform for data communications.

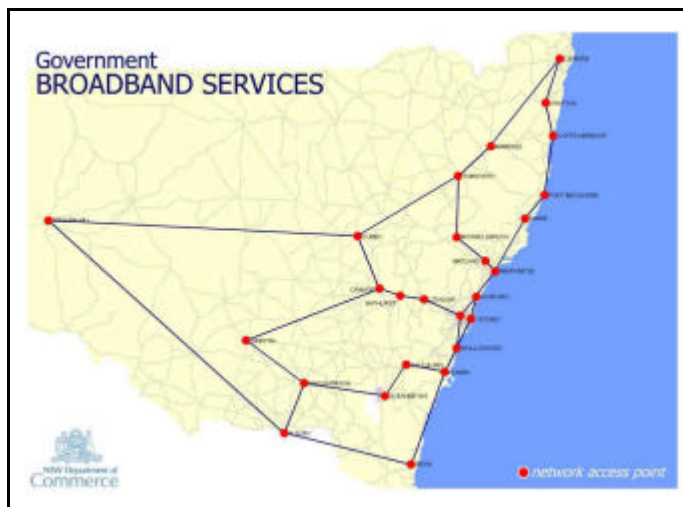
## AC3 JOINS NSW GOVERNMENT BROADBAND SERVICE

**ac3** has joined the NSW Government Broadband Service that will connect the “backend” of government to reduce costs and drive efficiency among government agencies.

The NSW Government Broadband Service will eventually replace several existing wide area networks that are independently leased by Government agencies. Its “foundation customers” — the NSW Department of Education and Training, NSW Health, NSW Police, the NSW Attorney General’s Department and the NSW Department of Commerce — account for 80 per cent of NSW public service traffic.

The NSW Government Broadband Service will have 26 network access points — two in Sydney and 24 in regional NSW — and will play an important role in the government’s plans to improve services in rural areas.

Apart from providing more efficiencies in delivering normal Government services, the Government also intends to use the network to provide information during emergencies, share expert medical advice with regional hospitals, and provide regional schools with specialist education.



**ac3** has become a core site on the new NSW Government Broadband Service which extends across 24 regions and two Sydney metropolitan sites.

Service improvements made possible by NSW Government Broadband Service will include the provision of specialist teaching to small or remote schools, access to expert medical advice from regional hospitals, distribution of real-time information for emergencies, video-conferencing of court and other proceedings and sharing of geospatial data for planning and conservation work.

**ac3** has become a core site on the NSW Government Broadband Service, enhancing **ac3**'s ability to provide managed services and data centre services to Government agencies.

For further information see [www.gcio.nsw.gov.au](http://www.gcio.nsw.gov.au) .

## CLIENT SPOTLIGHT: *EMAGINE*

Marketing company *Emagine International* helps its clients deliver highly tailored marketing offers to their customers by analysing the transactional and purchasing activities of their customers.



**Emagine**, a client of **ac3**, provides highly tailored marketing offers to their customers.

Emagine’s clients can then use the results to help reduce customer churn, and to increase their rate of cross-selling and up-selling.

“One of our clients—AAPT—increased their cross sell conversion rates by more than one hundred percent, whilst reducing their churn by forty per cent,” according to Kate Hansen of Emagine.

“We offer our marketing automation solution to clients as a licensed platform, as well as a hosted ASP service. **ac3** looks after our hosted service in its secure data centre, and guarantees that we can run client queries around the clock.

“Clients of our hosted service, who are normally smaller companies, provide us with a ‘superset’ of their customer data that we prepare and house at **ac3**. We interact with the data through a secure file server where it is analysed. We use the output to provide marketing campaign advice to our clients.” Ms Hansen says.

“It means that every piece of communication that a customer receives, be it SMS, email or direct mail, is personal, relevant and timely.”

For more details, see <http://www.emagine-int.com/> .

### ABOUT AC3

**ac3** provides professional management services for computing and networking equipment to best practice standards. All equipment is housed in secure, fail-safe data centres at the Australian Technology Park and at Global Switch. **ac3** is a private company owned by the NSW Government and the Universities of NSW.