
ALL POINTS WEST FESTIVAL BACK WITH BIG BANDWIDTH INFRASTRUCTURE FROM RAINBOW BROADBAND

Fast-Moving NYC IT Provider Rainbow Broadband Quickly Connects APW Crew to Fast Internet, Digital Phones at Flagship 3-Day Music Festival in Liberty State Park

NEW YORK – July 28, 2009:

Jay-Z, Tool, Coldplay and dozens of the world's top music artists will be connecting with a state park full of fans at the 2009 All Points West Music & Arts Festival (APW). Behind the scenes, the innovative NYC IT provider Rainbow Broadband (www.rainbowbroadband.com) is connecting the crew with the digital tools necessary to make the massive three-day festival a success.

Rainbow Broadband was asked back for a return engagement after bringing critically needed IP services to the remotely located APW, in New Jersey's Liberty State Park, in 2008. Using their HFM (Hybrid Fiber Microwave) network hubs connected to fiber centers across the city, Rainbow Broadband beams their broadband network straight to commercial buildings and event locations throughout Manhattan and beyond.

While today's concert goers are enjoying the music coming off of the stage, they may not be aware of the increasingly sophisticated communications needed behind the scenes to make it happen. Dozens of phone lines and high-speed Internet connections are a necessity to the crew, as they work to make the show go off exactly as planned.

Working with the event's provider of voice, internet and 2-way radio communications (walkie-talkies), AAA Communications, Rainbow Broadband was able to quickly connect the festival's crew to highly reliable Internet services. After surveying the park site, Rainbow Broadband installed four antennas that completed very fast, 15 Mbps links from their Manhattan rooftop HUBs to festival sites.

"Today's events are calling for more and more bandwidth, thanks to increasing demand for live Webcams, intensive behind-the-scenes communications and beyond," explains the legendary Smokey Hernandez, Telecom Manager for AAA Communications. "Supplying my event clients with seamless, maximum-speed Internet connectivity is essential – having a resource like Rainbow Broadband to accomplish that is incredible."

"Everyone who works on events sites," Hernandez continues, "from the production company to site management, transportation, security, staging, ticketing -- and not to leave out tour production, musicians and crew -- all require multiple phone lines plus the fastest internet connection to be productive and do business. We provide them with internet connectivity and voice communications as if they were in their home office."

Using Rainbow Broadband’s fixed-wireless solution, APW and other events organizers can avoid the layers of bureaucratic red tape that often accompany connecting the “last mile”. “The remote location of APW places it too far from traditional high-bandwidth sources – connecting them with sufficient digital services would normally require a lot of lead time and a lot of digging to lay down fiber,” says Andrian Lubimov, Chief Operations Officer of Rainbow Broadband. “Our fixed wireless solution is the ideal solution in these situations: It allows tremendous flexibility and reliability, whether we’re linking NYC’s commercial buildings or the area’s most challenging live event locations.”

About Rainbow Broadband Inc.:

Rainbow Broadband provides innovative technology and solutions to New York City businesses that require competitively-priced high-speed broadband, without having to rely on the incumbent carriers’ infrastructure. Using HFM (Hybrid Fiber Microwave) technology, the company has developed a fast and reliable carrier class broadband network that can deliver symmetrical bandwidth at speeds up to 100Mbps, via Ethernet, to businesses which previously were limited in access due to location or cost. Rainbow Broadband is a full service organization offering a suite of products and solutions to broadband needs of New York City metropolitan area businesses.

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