



Citi Performing Arts Center Steals the Show with Comcast Business Class Ethernet

Iconic Boston Performing Arts Center Upgrades the Performance and Reliability of its Internet Connection to Improve Communications for its Visiting Artists, Staff and Patrons

BOSTON, MA – August 7, 2012 – Comcast Corporation, one of the nation's leading providers of information and communications products and services, today announced that the [Citi Performing Arts Center](#) is using Comcast Business Class [Ethernet services](#) to provide faster speeds, greater bandwidth and enhanced reliability for its theatres in Boston, MA. With this improved network performance from Comcast's service, Citi Performing Arts Center is able improve workforce productivity, transfer high-quality video and imagery, and deliver relevant theatre information to its visiting artists, patrons and personnel much quicker and more effectively than ever before.

Citi Performing Arts Center is one of the nation's foremost nonprofit performing arts institutions. As overseer of New England's largest cultural venues, it honors all aspects of the performing arts, offering theatre, opera, classical and popular music, one-night engagements, international sporting events, and Broadway musicals. Its [education/public programming initiative](#) inspires a greater appreciation for the performing arts through educational outreach, public programming, and community partnerships. Located in Boston's Theatre District, Citi Center includes three theatres – the [Wang Theatre](#), [Emerson Colonial Theatre](#) and [Shubert Theatre](#) – that are located within blocks of each other.

"As home to the performing arts in Boston, it's absolutely essential for us to showcase our upcoming performances and education programs in a way that is compelling, relevant and cost-effective, which is why we rely extensively on the use of video and images," said Michael Szczepkowski, vice president and general manager for the Citi Performing Arts Center. "For this reason, we needed a robust Internet connection that would allow us to quickly transfer our bandwidth-intensive video and images internally so we could then display them on our digital assets in the theatre box office and on our street-facing marquees, as well as across all of our social media channels, as soon as a performance is announced."

Transferring the videos and photos required a high amount of bandwidth and placed an increasing strain on the organization's existing T1 Internet connection, especially when attempting to transfer data between its offices. This bottleneck significantly impacted the amount of time that was required in order to conduct business, causing frustration and decreased productivity across the locations.

"We found ourselves in a situation where we had all these great high-definition videos and images, but we could never view any of them because the speeds from our T1 line were so slow. We'd get to the point where it would take us 1-2 hours to open a single piece of artwork, and in our line of business, that was simply unacceptable," continued Szczepkowski. "Once we realized that Comcast could provide us with an Internet connection that had the bandwidth to handle our multimedia-intensive communications along with an Ethernet connection that would link our theatres to each other, we were sold."

Comcast responded by installing both an [Ethernet Dedicated Internet](#) (EDI) and [Ethernet Private Line](#) (EPL) connection. These two services are currently being used to provide the high-speed Internet connectivity that is needed to improve the organization's inter-office collaboration efforts as well as deliver relevant theatre information to its visiting artists, patrons and personnel much quicker and more effectively than ever before.

"Many companies are realizing that the legacy Internet connections that worked well only a few years ago are quickly becoming obsolete in the face of increasing bandwidth demands," said Peter Marsh, Greater

Boston region vice president for Comcast Business Services. "This understanding has led organizations like the Citi Performing Arts Center to select Comcast because we can quickly scale up their bandwidth as their needs change, which helps customers both improve their business productivity and increase their revenue."

About the Citi Performing Arts Center

Citi Performing Arts Center (formerly The Wang Center for the Performing Arts), which includes the Wang, Emerson Colonial and Shubert Theatres, is one of the nation's foremost nonprofit performing arts institutions. As New England's largest cultural venue, it honors all aspects of the performing arts, offering theatre, opera, classical and popular music, one-night engagements, international sporting events, and Broadway musicals. Its [education/public programming initiative](#) presents [City Spotlights](#) and SpectrumBoston.

As a [501\(c\) \(3\) nonprofit organization](#) located in Boston's historical Theater District, Citi Performing Arts Center offers a diverse mix of educational workshops and community activities through its education department, collaborates with artists and local performing arts organizations, and acts as a champion for the arts in the Greater Boston community by aggressively helping to make the arts an integral part of the community's collective, daily experience. For more information, please visit <http://www.citicenter.org/>.

About Comcast Business Services

[Comcast Business Services](#), a unit of Comcast Cable, provides advanced communication solutions to help organizations of all sizes meet their business objectives. Through a modern, advanced network that is backed by 24/7 technical support, Comcast delivers Business Class Internet, TV and Voice services for cost-effective, simplified communications management.

The Comcast Business Class Ethernet suite offers high-performance point-to-point and multi-point Metro Ethernet services with the capacity to deliver cloud computing, software-as-a-service, business continuity/disaster recovery and other bandwidth-intensive applications. Comcast Metro Ethernet services are significantly faster than standard T1 lines and other legacy technologies, providing scalable bandwidth from 1 Mbps up to 10 Gigabits-per-second (Gbps) in more than 20 major US markets. For more information, call 866-429-3085 or visit <http://business.comcast.com/enterprise>.

About Comcast Cable

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (www.comcast.com) is one of the nation's leading providers of entertainment, information and communications products and services. Comcast is principally involved in the operation of cable systems through Comcast Cable and in the development, production and distribution of entertainment, news, sports and other content for global audiences through NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone providers to residential and business customers. Comcast is the majority owner and manager of NBCUniversal, which owns and operates entertainment and news cable networks, the NBC and Telemundo broadcast networks, local television station groups, television production operations, a major motion picture company and theme parks.

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