



ImagineDesign Gets Creative with Comcast Business Class Internet and Business VoiceEdge

New High-Performance Internet and Voice Service Reduce Costs by \$150 per Month for Creative Services Firm

BALTIMORE – November 28, 2012 – Comcast Corporation, one of the nation's leading providers of information and communications products and services, today announced that ImagineDesign, a national integrated marketing firm based in Manassas, Virginia, has selected Comcast Business Class Internet and [Comcast Business VoiceEdge™](#) for its data and voice communications needs. With Internet service from Comcast, recently named the fastest Business Internet Provider by *PC Mag* for the second year in a row, ImagineDesign is able to transfer bandwidth-intensive video and graphics files used in the firm's creative and production processes. Having Comcast's Business VoiceEdge service also allows company employees to more easily communicate with clients and colleagues with advanced communication and collaboration features. In addition to improved reliability, the new data and voice services will save ImagineDesign in reduced communications costs.

[ImagineDesign](#) offers a range of integrated marketing services for its clients, including graphic and Web design, TV commercial storyboarding, production and media placement, search engine optimization (SEO) and social media. This type of work often leads to the creation of large image and video files that must be transferred quickly to foster collaboration and meet client deadlines. With decades of investment by Comcast in building infrastructure to make its advanced network available to meet the bandwidth needs of business customers, ImagineDesign was able to increase its bandwidth to 27 Mbps, with the ability to add more capacity in the future.

ImagineDesign also improved the reliability of its phone system with the addition of Comcast Business VoiceEdge, and can take advantage of advanced Unified Communications (UC) features from this cloud-based platform. Previously, the firm used T1 lines (1.5 Mbps) and a virtual PBX from another provider, but experienced slow Internet service as well as dropped phone calls.

"Since switching to Comcast, we have significantly increased the reliability of our phone service, which is critical for communicating with clients," said Patrick King, founder and executive creative director of ImagineDesign. "Comcast helps us make sure that we don't miss any calls, and the UC features of Business VoiceEdge can help us to be more productive when working with multiple clients and projects."

ImagineDesign's client roster spans a wide range of industries, including commercial construction, healthcare, legal, non-profit, real estate and technology. These clients have diverse marketing and branding needs and often require tight deadlines. In addition to helping to speed the firm's creative process and client service efforts, ImagineDesign also uses [Comcast Business Class TV](#) to provide employees and visiting clients with access to news and entertainment while in the office.

"Comcast's Business VoiceEdge simplifies communications for growing marketing firms like ImagineDesign, and this cloud-based offering can easily expand with the company as its business grows," said John Whalen, regional vice president for Comcast Business Services. "ImagineDesign is a classic example of a fast-moving organization that needs a reliable voice system to conduct its day-to-day business, as well as increased Internet speeds to assist its clients and meet critical deadlines."

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, Ethernet, TV and Voice services for cost-effective, simplified communications management.

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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