

## Time Warner Cable Business Class Makes History at North Carolina A&T State's University Annual Commencement

UNIVERSITY COMMENCEMENTS STREAM LIVE VIA INTERNET FOR PARENTS, FAMILY AND FRIENDS UNABLE TO ATTEND

*"Due to business travel, my husband was not able to make it to our son's graduation from North Carolina A&T State University," said a mother of a graduating senior. "But because of the streaming live Webcast, he was able to see our son walk across the stage to receive his diploma."*

### BRINGING HIGH-SPEED INTERNET ACCESS TO LIFE'S BIG EVENTS

For the past three years, Time Warner Cable Business Class has been the exclusive high-speed Internet access solution for trade shows, concerts, and other events held at the Greensboro Coliseum in North Carolina.

In 2004, the North Carolina Agriculture and Technical State University (NCA&T) held its fall commencement at the Coliseum. The University wanted to include more people in the event and decided to Webcast the ceremony for friends and family unable to attend the graduation. The Coliseum brought in Time Warner Cable Business Class to work closely with the University to ensure that the Webcast would have the proper bandwidth support so that people watching via the Internet would be able to experience the excitement and emotion of a college graduation.

### THE SOLUTION

As Time Warner Cable Business Class owns and maintains the network, it could quickly scale to make this a successful Webcast. Time Warner Cable Business Class increased the 1.5 Mbps downstream x 256 Kbps upstream service, to a 2Mbps x 2Mbps connection within a few days and this was more than enough bandwidth to accomplish this task. Since this project was the first of its kind, Time Warner Cable Business Class waived additional costs that the University might have had to pay for the extra bandwidth. Without any equipment swapping needs, the University was able to connect their own teleconferencing equipment to existing Time Warner Cable Business Class supplied equipment at the Coliseum and transmit the video back to their server on campus.



TIME WARNER CABLE BUSINESS CLASS PROVIDED A DEDICATED LOCAL POINT OF CONTACT THAT WORKED CLOSELY WITH BOTH THE COLISEUM AND THE UNIVERSITY TO ASSESS THE NEEDS AND DEVELOP THE RIGHT SOLUTION FOR THIS FIRST-EVER ON-LINE CEREMONY.

Time Warner Cable Business Class drew on its previous experiences with live streaming services, including the Women's ACC Basketball Tournament, which was also held at the Coliseum. The ACC provided a live Webcast of two non-televised games in the semi-final round.

"It is a privilege to provide this type of service to the Greensboro community," said Bob Walcot, vice president, Time Warner Cable Business Class. "As a member of the community, we are proud to be able to bring such an important life event to others."

Since the initial Webcast in the fall of 2004, Time Warner Cable Business Class has gone on to provide a Webcast for graduation ceremonies in both the fall and spring.

**FOR MORE INFORMATION ABOUT TIME WARNER CABLE BUSINESS CLASS PRODUCTS AND SOLUTIONS, VISIT [WWW.TWCBC.COM](http://WWW.TWCBC.COM) OR CALL 1-866-TWC-4BIZ.**

#### About Time Warner Cable Business Class

Time Warner Cable Business Class, a service of Time Warner Cable, is available in 27 states which include some of the most technologically advanced, best-clustered cable systems in the country with more than seventy five percent of the Company's customers in systems of 300,000 subscribers or more. The company offers data, video and security solutions to provide a full complement of business communications tools. Having an established national presence, along with dedicated local teams, the company provides award winning customer service. Supporting enterprise, government and small to medium-sized businesses with a consultative approach, Time Warner Cable Business Class is focused exclusively on individual business needs.