



Press Release
For immediate release

21st August 2004

Ingenious Software takes the UK by Storm

A British dotcom entrepreneur who sold his telecom business in 2000 for \$100m and his business partner have beaten BT and the rest of the pack in the race to bring broadband speeds to every computer regardless of geography, and for a fraction of the cost.

Jack Bekhor and Jamie True, unearthed some core communications software originally developed for the US military and NASA and transformed it into a revolutionary software programme called OnSpeed that increases internet and email speeds by up to 8 times, and for only £24.99 a year.

The product could unseat broadband's monopolistic position and undermine the billions invested by the telecom giants chasing a finite market - BT alone spent over £20m advertising its broadband products in the last 12 months and has yet to turn a profit.

OnSpeed can be set up in a matter of minutes, with no need to change ISP or phone network, nor any requirement to buy or install new hardware, or wait in for engineers. It can be used anywhere in the world, is PC and MAC compatible and works on GPRS too.

OnSpeed's breakthrough is its ability to take every separate element of a web page or email and compress it on the fly using dozens of patented compression algorithms that are optimised for each type of file. This process has been named Content Sensitive Compression. In contrast to broadband's focus on making the Internet pipe bigger, OnSpeed takes the opposite approach and compresses the content that travels down the existing pipe.

The London-based company has grown from 4 to 35 people since launching OnSpeed earlier this year as it keeps pace with growing demand. On the back of universal critical acclaim from the tech press, 5 star reviews in over 20 titles (www.onspeed.com/reviews.php), OnSpeed has already signed up a remarkable 150,000 users. Now the major retailers are clamouring to stock a retail version, which is currently in production for August delivery and launches are being planned in all major European markets as well as the USA.

As Graham Barlow, Editor of Internet Advisor puts it: "We didn't believe it ourselves when we first heard about OnSpeed, but it does indeed deliver broadband speeds. It's exactly the sort of exciting new technology that makes working on an internet magazine worthwhile."

At the moment you can buy and download the OnSpeed software from www.onspeed.com

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