

AUSTIN CONVENTION CENTER'S HIGH TECH CAPABILITIES CREATE A PERFECT TECHNOLOGY PARTNER FOR SXSW 2010

March, 2010. Austin, Texas – The Austin Convention Center, one of the most technologically advanced convention centers in the country, is a Technology Partner for SXSW 2010 (www.sxsw.com), March 12-20. The internationally-known South by Southwest (SXSW) includes three separate events – SXSW Music and Media Conference, SXSW Film Conference and Festival, and SXSW Interactive Festival. SXSW 2010, which injects about \$100 million into the Austin economy, features nine days of industry conference activities, six days of trade shows, a 5-night music festival with about 2,000 artists on more than 80 stages throughout Austin, and nine days and nights of a film festival with more than 330 screenings in downtown theatres.

The Austin Convention Center entered into a partnership with SXSW 2010 as a result of the facility's advanced and sophisticated technology capabilities, which include:

- Proven track record of handling nearly 6,000 simultaneous connections at SXSW 2009.
- Available bandwidth capacity increased by 250% to support the anticipated boost in demand for convention center data services, both wired and wireless. (Note: By SXSW 2010's first weekend, peak bandwidth usage was 40% higher than SXSW 2009.)
- Deployed 40+ additional Wi-Fi access points to improve access.
- Worked with AT&T and Sprint to deploy in-building antenna systems (special cellular antenna systems, distributed antenna systems) to improve wireless phone services.
- Provides complimentary high-speed, high density wireless services throughout the building, featuring the latest technologies.
- Features robust, scalable network infrastructure with multiple high speed internet connections.
- On-site engineers ready to design, install, monitor and support clients' networking needs.

The SXSW Conferences and Festivals offer the unique coming together of original music, independent films and emerging technologies. Year after year, the event proves to be a launching pad for new creative content.

The SXSW Interactive Festival, March 12-16, brings together the world's most creative web developers, designers, bloggers, wireless innovators, content producers, programmers, widget inventors and new Media entrepreneurs. In addition to the Trade Show & Exhibition, there is hands-on gaming fun at the ScreenBurn Arcade.

The SXSW Film Conference and Festival, March 12-20, explores all aspects of the art and business of independent filmmaking. The Conference hosts a five-day adventure in the latest filmmaking trends and new technology, featuring distinguished speakers and mentors. The nine-day Festival boasts some of the most wide ranging programming of any U.S. event of its kind, from provocative documentaries to subversive Hollywood comedies.

In its 24th year, the SXSW Music and Media Conference, scheduled March 17-20, is the music festival that has become a staple event in the music industry calendar. The SXSW Music and Media Conference is a legendary festival showcasing about 2,000 musical acts from around the world on over 80 stages in the Austin downtown area. By day, the convention center comes alive with a business trade show and informative panel discussions featuring speakers of international stature.

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