

O2 Gives Kooba A Boost

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Kooba, an Irish-based Web developer and design company, is using **O2's** mobile broadband to download and upload large files up to 10GB while accessing similar speeds to fixed broadband providers.

Kooba's Managing Director, Emmet Dunne explains, "We can showcase our web pages while out on site at a client meeting and download large files with ease." Following the recent first to market launch of HSUPA (High Speed Uplink Packet Access) O2 can also upload content with broadband speeds of up to 1.4 Mbps whether accessing the Internet at home, in the office or travelling on the road. For example a 5MB song can now be uploaded in as little as 40 seconds, where as previously it would have taken over two minutes.

Emmet Dunne, Managing Director of Kooba explains, "As a web design company we are sharing large files and it boosts our productivity, customer service and new business opportunities to be able to do this remotely. We were very impressed with the ability to download large data as some of our files are well over 100Mb and we found O2's mobile broadband behaves similarly to regular fixed line broadband in terms of speed and reliability."

He continues, "This is significant for us because we can now use mobile broadband even while travelling between meetings or commuting to and from work on the train. It's far easier for us to display our website designs via mobile broadband to potential clients rather than asking the client at the meeting if they can accommodate large download files especially when you are pitching for new business."

Billy D'Arcy, Head of Corporate and Business Sales, O2 Ireland (pictured) comments, "Software and web developers are always looking for that extra edge – a new way to push more bytes through the same channels. Whether you are downloading large graphics to your desktop or emailing a flashy video O2's broadband can accommodate large music and photo files quickly and easily while on the move."

Emmet continues, "We found mobile broadband ideal when we moved offices as we didn't need to wait for fixed broadband to be set up so there was no disruption to our business when we moved location which made our move less stressful."
