

REACT TECHNOLOGIES IS RIDING HIGH ON THE AIR WAVES

# WIRELESS WORLD

**T**HE MODERN WORLD demands modern communications, and an ever-increasing amount of this is taking place wirelessly. Mobile phones have been around for some time now, but of late, wireless data transmission has become an even more essential component of modern business.

At the very forefront of this IT revolution is React Technologies, a consultancy enterprise specialising in wireless data transfer, secure mobile networking and converged communications.

React Technologies traces its lineage back to the 2003 disbandment of Ericsson's IP Networking division. Since then, the new organisation has blazed a trail in the fields of systems integration, and secure wireless/remote access technology, for IP-based voice, data and multimedia products and solutions. As well as connectivity, React handles communications and security, with Microsoft certification in four competencies and a wealth of experience with Microsoft's product portfolio.

## JUST ROAM – ANYWHERE AND EVERYWHERE

The vision of React Technologies is to be recognised as the supplier of choice for high-speed wireless internet access. That includes

residential, corporate and public access, since many customers are being inadequately served by their existing providers, regardless of their size or requirements.

In the not-too-distant future, almost all internet access will take place without wires, allowing computers and media devices to roam completely freely, and React is working towards that day by rolling out wireless technology for organisations ranging from schools and hospitals to exhibition centres. Other clients have included the leisure specialist lastminute.com and the new Terminal 5 at Heathrow Airport.

React has established strong relations with the leading names in wireless communications, and bespoke solutions for new clients can involve any combination of these ranges. Numerous local authorities have requested help from React Technologies regarding IT security



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requirements, and future compliance with legislative and technological changes.

## SPOILT FOR CHOICE

React has also been instrumental in the advancement of 'IPTV', a new phenomenon sweeping the hospitality industry and seen by many as the future of television. Using a hotel as an example, IPTV can take a camera feed of a sunrise and display it live on a guest's television set, or provide on-demand video content to each suite using a personalised television interface. Not only is this generally much cheaper and simpler than previous entertainment solutions, it can be scaled to whatever size is required, and should be able to handle future technological developments, such as high-definition broadcasting or terabit applications.

## AN EYE ON LONDON

The London Eye has rapidly become one of Britain's most identifiable landmarks, having carried well in excess of 30 million passengers to date and offering panoramic views of Big Ben and the London skyline. React Technologies has made a key contribution to the UK's number one paid-for visitor attraction, by installing a voice over internet protocol (VoIP) telephone connection into each of the Eye's 32 pods. These VoIP systems establish a wireless connection to the Eye's booking office, so that passengers can make telephone contact with terra firma at any time.

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