



## **PRESS RELEASE**

*For immediate release*

### **TWO MONTREAL COMPANIES DEVELOP THE TECHNOLOGY FOR THE NEW INFORMATION SCREENS IN THE MONTREAL SUBWAY**

**Montreal, September 29, 2004** – The *Société de transport de Montréal* (STM), along with its partner Métrovision, launched this week the first of a series of giant information screens intended for Montreal subway users. This unique project was developed thanks to the know-how of two Montreal firms: ESI Technologies, an integrator of technological solutions, and B2B2C High-Speed Internet, a value added Internet service supplier.

Métrovision's service is built on an uninterrupted televisual information system installed on the quays of the three subway lines connected to the Berri-UQAM station. The system consists of an array of very powerful projectors, which broadcast the information intended for a targeted audience, on 22 giant screens. These high-tech devices are connected by an Intranet IP link which can be accessed by content providers such as RDI and Météo Media.

#### **A Montreal-based system from A to Z**

The Director of networking services and security for ESI Technologies, Michel Renaud, is very enthusiastic as to the trend-setting aspect of the project for his company as well as for the fame and renown of the Montreal subway. "To provide a robust and safe system in an IP architecture is the type of challenge ESI has proven to excel at", Renaud explains. "The standards that we have set for ourselves to carry out this project will allow a fast deployment exceeding all expectations."

Thanks to agreements with content providers, the system developed by ESI and B2B2C broadcasts video clips, photographs and news tickers for current events, sports or weather. Travellers are informed of such things as the estimated time of arrival for the next train or of any special situation in the subway, whether it is of urgent, operational or preventive nature.

#### **An intranet for fifteen locations**

"Using IP protocol in private networks (Private IP) for media broadcasting offers very interesting advantages," commented Stéphane Brais, Vice-President of Marketing and Sales, at B2B2C. "We have here a proven technology which makes it possible to connect subway stations to our network of content providers, with optimal speed, safety and cost. One can thus broadcast high quality graphic information (Rich Media) without having to make a concession on quality."

From now until the end of January 2005, 14 other subway stations will be added to B2B2C's Private IP service through ADSL synchronous hybrid connections (SDSL, optical fibre and copper). The communications between the sites will be broadcast through B2B2C's multi-gigabit network (MTA).

### **About ESI Technologies**

ESI Technologies specializes in developing and managing profitably IT infrastructures that are efficient, flexible and secure. The company offers consulting services and implements technological solutions which ensure the security, the availability and the performance of data, applications and critical networks. As well, the Company designs and integrates Web and Windows applications in Microsoft's .NET environment.

Thanks to its proprietary Windows application **ACTION**, ESI also offers an integrated suite of management solutions that are flexible, user-friendly and scalable. ESI Technologies is based in Montreal, and has offices in Québec City and Toronto.

### **À propos de B2B2C**

B2B2C High-Speed Internet offers numerous solutions for Internet access and hosting with a wide array of Web applications for commercial and residential markets. In business since 1995, B2B2C has become through its acquisitions and rapid growth, one of the leading independent Internet Service Provider (ISP). Under its brand name or regional trademarks, its network and technological solutions go far beyond provincial boundaries, extending to the rest of Canada.

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