

Former Athletes' Village Moves into the Fast Lane, Thanks to Hyperoptic

LONDON, UK, December 11, 2013 /EINPresswire.com/ -- The new private rental residents of East Village, the former Athletes' Village in Stratford (E20), now have access to broadband speeds that rival the world's fastest athletes, thanks to leading fibre broadband provider Hyperoptic.

The new East Village neighbourhood – which welcomed its first residents just days ago – has now been outfitted with [hyperfast fibre broadband](#) infrastructure from Hyperoptic, the UK's leading provider of fibre-to-the-home (FTTH) broadband, giving its residents access to blazing internet speeds of up to 1Gb per second.

In addition, all of the private rental residents at the [East Village homes](#) managed by [Get Living London](#) will receive free 20Mbps fibre broadband service from Hyperoptic, as part of a number of amenities announced by the company today. This package includes a phone service with free local and national calls during evenings and weekends. Residents wishing to upgrade to Hyperoptic's 100Mb per second or pioneering hyperfast Gigabit services can do so for the discounted price of just £10 or £20 a month respectively, on a 30-day rolling contract.

In September 2011, Hyperoptic was the first ISP to deliver a Gigabit symmetrical residential broadband service in the UK, a speed which remains 68 times faster than the current national average and is ten times the speed of its nearest competitor.

Hyperoptic's innovative offer represents the next generation of broadband internet technology, and differs from most other leading UK internet service providers by bringing unimpeded fibre infrastructure directly into the home. Other so-called 'superfast fibre' services are actually hybrids which rely on existing infrastructure and dated copper cables to make up at least part of the line, resulting in drastically reduced internet speeds and more unpredictable performance.

The selection and installation of Hyperoptic's market-leading fibre broadband is part of a larger, innovative IT and resident technology solution within East Village designed by leading technology provider Fifosys for Get Living London.

Dana Tobak, managing director and co-founder of Hyperoptic, commented:

"We are delighted to bring the UK's fastest and most innovative fibre broadband infrastructure to East Village. The selection by East Village of tomorrow's – not just today's – fibre technology clearly represents a real commitment to 'future proofing' the scheme and ensuring it stands the

test of time.”

“In addition, Get Living London’s offer of the UK’s best broadband services to its residents in East Village represents a real game changer in terms of recognising fibre broadband as an absolutely essential amenity for the modern home. No longer merely a ‘nice to have’, truly fast and reliable fibre broadband has finally been recognised as essential to not only meeting residents’ expectations but far exceeding them, enabling property owners and managers to compete more effectively in the race for residents.”

About Hyperoptic

Hyperoptic is the UK’s leading fibre-to-the-home provider, delivering a quantum leap in online connectivity. Its hyper-fast Gigabit symmetrical service is 68 times faster than the current UK average, and ten times the speed of its nearest competitor.

Hyperoptic works with freeholders, developers, property managers and residents to bring its award-winning services to residential and business developments, providing an unrivalled connection that increases the attractiveness of each property. It aims to have its hyperfast service available to over half a million homes in the next five years.

Founded in 2011, Hyperoptic received a £50m investment in May 2013 from Quantum Strategic Partners Ltd, a private investment vehicle managed by Soros Fund Management LLC. The company was named ‘Best Superfast Broadband’ provider at the 2013 Internet Service Providers’ Association Awards, “Best Urban Network Enterprise” at the NextGen 12 Challenge Awards and “Most Innovative Provider 2013” by Broadband Genie.

For more information go to www.hyperoptic.com.

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