

**Product Name:**

IP Multicast

**Product Availability:**

PAETEC's IP Multicast feature is available in select markets nationwide. *Please contact your Account Manager for more information.*

**Ideal Customer Profile:**

Customers with multiple locations and an existing or new MPLS infrastructure will benefit from IP Multicast, which can be applied in many industries today. For example:

- Higher Education: Lectures or Distance "E-learning" Sessions
- Financial Services: Stock Price Streams & Updates
- Retail: Monitoring Surveillance Cameras Across Disbursed Locations
- Media: Pushing Weather Bulletins, Headlines, or Sports Scores

## IP MULTICAST | In Brief

### Product Description

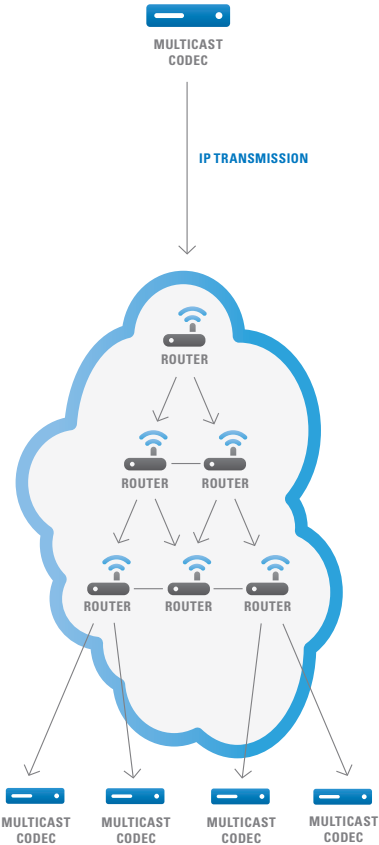
As data applications become more advanced and the need to transfer and receive data among multiple locations becomes more sophisticated, carrier networks are challenged to respond to those specific demands. As a result of the changing technologies within the workplace, technologies such as IP Multicast emerge.

IP Multicast is used in a variety of ways to enhance data broadcast applications such as media or video streaming. By leveraging the PAETEC MPLS network infrastructure, IP Multicast technology will allow you to transmit common data from a single source across a Wide Area Network (WAN) to multiple end-users at the same time. This solution simultaneously optimizes bandwidth, while increasing network efficiency.

You can efficiently implement a "one to many" or "many to many" IP Multicast data transmission without additional resources on site – it's all done within the PAETEC network.

### Product Requirements

- You must be on-net and connected to a PAETEC Central Office that supports IP Multicast
- Having PAETEC's Managed Router Support Services is highly recommended
- You must have a Cisco router (Customer Premises Equipment) with the PAETEC-managed option
- The initial release only supports PIM-Sparse mode protocol



### Application 1

A large university in the Midwest had to deliver content to multiple classrooms in various geographical areas in an efficient, affordable manner without time delays. With the school year fast approaching, there was an urgency to find an e-learning solution to fit its needs. Since the university was already leveraging PAETEC’s MPLS network, it contacted its PAETEC Account Manager and found the university was a perfect candidate for our IP Multicast feature. Now, the university can provide critical information to its new students without investing in additional resources – all while optimizing bandwidth.