

**Attn: Technology and Business Section Editor**



**Los Angeles Convention Center**

*“World Class Facility, World Class Service”*

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## **FIBER OPTIC GIGABIT UPGRADE ENHANCES LOS ANGELES CONVENTION CENTER’S POSITION AS AN INDUSTRY LEADER**

**Los Angeles, CA—May 5, 2006**—The Los Angeles Convention Center (LACC) announced the completion of a major technology enhancement by converting its data backbone to a 1 Gigabit single-mode fiber optic network. Convention planners and trade show exhibitors are now able to transmit data at higher speed with more reliability, easier service installation, and higher bandwidth capacity levels in all 870,000 square feet exhibition and meeting space.

“We responded to the technological demands of our clients for faster connectivity, greater capacity levels, high speed streaming video and better transmission of information,” said Pouria Abbassi, LACC Assistant General Manager. “Going from a 100 megabit to a one gigabit fiber network backbone, we now offer 10 times the speed of the prior system with greater security, reliability and flexibility. With the new upgrade, the demands are not only met but exceeded to ensure a “World Class” experience,” added Abbassi.

The enhanced technology was implemented in collaboration with SmartCity, the nation’s largest provider of convention industry data technology. “We are proud to offer network services upgrades to the Los Angeles Convention Center and their over 2 million annual visitors,” stated SmartCity President Paul Ashley. “The gigabit upgrade with single-mode fiber optics puts Los Angeles in the lead with a higher transmission rate and the ability to communicate over greater distances,” added Ashley.

Benefits to the exhibitors and convention goers include: simplified streaming of video broadcast, faster audio downloads, better integration with voice over IP phones, the ability to transmit signals further without the need to be “refreshed” or strengthened repeatedly, greater resistance to electromagnetic noise such as radios, motors or other nearby cables, and enhanced WiFi access throughout the facility.

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“The fiber optic gigabit upgrade is a major investment to serve the technology needs of convention planners, tradeshow professionals and their exhibitors,” commented Phillip C. Hill, LACC Assistant General Manager. “The fiber optic gigabit upgrade reinforces the Los Angeles Convention Center as a technology leader in the convention and tradeshow industry,” added Hill.

**About the Los Angeles Convention Center**

The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2 million annual visitors and is renowned internationally as a prime site for conventions, trade shows and exhibitions. With its towering emerald architectural design, the LACC is a well recognized Los Angeles landmark. An integral economic component to the Southern California area, LACC generates hundreds of millions of dollars in annual secondary spending and over 11,000 jobs to the region. LACC is a model environmental-friendly facility. Its solar panels are capable of meeting the electricity needs of an estimated 100 homes, and it’s recycling, energy efficiency, and water conservation programs help to conserve the environment. LACC is also a proud recipient of prestigious industry awards including several Planner’s Choice Awards presented by Meeting News magazine, multiple Prime Site Awards from the Facilities and Destinations magazine, and recognition for model emergency care programs. For more information about the Los Angeles Convention Center, please call (213) 741-1151, ext. 5319 or visit [www.lacclink.com](http://www.lacclink.com).

**About SmartCity**

Founded in 1984, SmartCity is the nations’ largest provider of event technology in the convention industry. With corporate offices based in Las Vegas, SmartCity is able to provide clients with design, installation and maintenance of data, voice, electrical and utility platforms, coupled with unparalleled voice, video and data network engineering, security and monitoring across the United States. SmartCity also provides services to a dozen convention centers in California, Florida, Nevada, North Carolina, Texas, and Washington, D.C. For more information, visit [www.smartcity.com](http://www.smartcity.com).

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