

# CASE STUDY

## Soundline Wellington

**Soundline is an innovative retailer and custom integrator of audio and home theatre systems and specialist lighting automation. Their Wellington office employs five staff.**

In addition to the home installation of systems, Soundline also has a showroom which displays their home entertainment systems.

Hamish Guthrey, resident geek at Soundline, first contacted nzwireless nine months ago because of the large monthly bills they were receiving from their Internet provider.

“Because we retail home entertainment systems, it is important that our showroom is able to continuously display our technology to potential clients. This means that we are streaming Internet radio stations and video pretty much all day.”

Soundline uses systems that utilise streaming, BitTorrent and direct-download protocols to download audio and video podcasts, requiring the ability to transfer large files.

“Our old Internet system was ADSL broadband, and the amount of data we were transferring meant that our bills were huge. We knew we wanted to move away from ADSL, and nzwireless had the best package around.”

Soundline now has a high-speed uncapped data service from nzwireless, which means they pay

a flat rate and can download as much material as they need to at a set system speed – which can be upgraded at any time.

“It is great knowing that our Internet bill is set at a fixed price each month because it allows us to budget expenses in advance. We can stream radio and television all day without having to worry about how much it will cost.”

“We have been impressed with how reliable nzwireless services are. Since we have been with them, we have only had one outage – and that was for less than an hour. And if we ever have any questions we are always able to get them on the phone quickly – they’re always happy to help.”

“Another key advantage of being a customer of nzwireless is that it provides a real value-add to our own services. A lot of our customers are either building a new home or remodelling an existing home, and we find that being able to recommend the residential wireless Internet services nzwireless provides gives us another point of difference in the market.”

Contact nzwireless at 0800 699473, email [better@nzwireless.co.nz](mailto:better@nzwireless.co.nz) or visit [www.nzwireless.co.nz](http://www.nzwireless.co.nz)

### What they say



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**Hamish Guthrey,  
Soundline.**