

# Howie's Game Shack and AT&T

Howie's Game Shack started deploying the fiber-based Ethernet solution in April 2013 at its first location, and is upgrading speeds and expanding the solution to all 4 locations and future stores.



Howie's Game Shack operates the **largest online interactive game centers** in North America



## 800 gaming computers & consoles

Its four U.S. locations feature more than **800 state-of-the-art gaming computers and game consoles**



## 6 million hours

Over **6 million hours of gaming** has taken place at Howie's 4 locations.



## 1000 players

Each Howie's location supports up to **250 players at a time**; between all 4 locations, that's **1000 simultaneous players**.



In one year, Howie's Game Shack went from having **9Mbps to 100Mbps** over AT&T's fiber-based Ethernet solution



## 100 Mbps

The high performance of AT&T's symmetrical Internet solution, delivered over a fiber-based **100 Mbps Ethernet connection**, provides a competitive advantage for Howie's Game Shack by enabling a superior gaming experience for their customers.



Howard Makler (owner) estimated that **90 – 95 percent** of complaints were related to bandwidth issues, which have disappeared since the installation.

