Trine and Jens Bay have created an authentic environment for real cowboys and –girls at the campingsite Western Camp on Lolland.

Begone slow internet!

"If people want to stream, they will stream - even if they are informed that they will be impairing the internet for everyone else. Campers do not change their behaviour just because they are away from home," says Jens Bay, owner of Western Camp, who has found a solution to the problem in SmartShare StraightShaper.

For a long time Jens Bay has kept an eye on the manufacturer SmartShare Systems, who has developed and patented a unique technology. It exploits the bandwith in a much more appropriate and effecient way than others.

"We want to give our guests optimal conditions, and if they wish to use the internet, it obviously just has to work!," Jens Bay tells us. "On some campsites they limitate the use of the internet so it doesn't disrupt, but we don't have to do that now we have a SmartShare installed. Guests can use the internet entirely as they wish and with no limitations. I don't have to configure anything."

When the internet is slow, most people think that all they need, is to get more bandwidth. But more bandwidth will not necessarily result in a better user experience.

The internet is not born democratic
Automatically, the internet provides a larger amount of bandwidth for those who make bandwidth demanding jobs on the internet, for example when streaming movies. The consequence can be that a lot of users experience a rigid and slow internet connection even though they are just checking an e-mail or something similar, that isn't very bandwidth demanding.

Buy more bandwidth, and the more demanding bandwidth users will just get more, and it wil not necessarily change anything for the remaining users.

SmartShare gives bandwidth to everyone
SmartShare StraightShaper evens out the discrepancies. It is connected to the network and distributes the bandwidth evenly and dynamically amongst all users. This means that users with less demanding jobs on the internet quickly are done, and when they no longer are using the internet, their "leftover" bandwidth will be distributed evenly among the remaining active users. Results are that all users experience a good quality, fast and stable internet connection.

"We want to give our guests optimal conditions, and if they wish to use the internet, it obviously just has to work!"

Jens Bay, owner of western Camp

SMARTSHARE SYSTEMS

It is not always easy to get to the equipment, but in spite of it Martin Lohse from EL Design and Jens Bay succeeds in connecting a SmartShare StraightShaper to the existing network.

So far this year, Western Camp have opgraded to a 30/10 Mbit/s connection, but have already planned to increase to a 100/100 Mbit/s in the nearest future.

"Already now I see that SmartShare StraightShaper has improved our network significantly here at Western Camp, so I am looking forward to a summer with a maintenance free and unproblematic network."

SmartShare does the work for you
SmartShare StraightShaper is a plug-and-

Western Camp covers an area of 16 acres, and during peak season they have 700-900 simultaneously guests. They have a 30/10 Mbit/s internet connection, and on the grounds 4 wireless antennas are put up.

A SmartShare StraightShaper is connected to the network, so that the many simultaneousely users do not impair the speed and quality of the internet, regardles of their consumption.

play solution and can be connected to all types of network. The installation is done by a reseller and only demands a few minutes of downtime. The solution is based on licensing and the price is based on the capacity of the

campsite

El Design work as electricians as well as consultants, and are known to work with local companies to find good solutions.

It is important to have a correctly dimensioned network!

Consultant Martin Lohse from EL Design, who has installed SmartShare StraightShaper for Western Camp, gives us three pieces of good advice:

1. **Choose an internet connection of the right size.** How many users will be on the network, and in which ways will they use it?

2. **Make sure you distribute the bandwidth correctly.** It ensures you, that there will be no overload or congestion on your network.

3. **Make sure you distribute the internet correctly.** Which physical areas do you want to cover, and how many users are there in these areas?

These are important issues, which should be discussed with a professional before asking for an offer and installation.

Always use guidance from a professional.

www.eldesign.dk

SmartShare Systems