

REAL IMAGE INTERNET

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Real Image unCapped ADSL Fair Usage Policy

1. Real Image believes that all users of the Internet should be responsible in their unCapped ADSL usage, and how it affects other users of the network.
2. Real Image ADSL broadband products are, as for all other ISPs, "**contended**" services in order to make them affordable. Although your connection is permanently on, contention means that the available bandwidth is shared by all customers active at a particular point in time. This has no effect on the average customer.
3. Because ADSL broadband is a "contended" service, specific contention ratios are applied, based on the type of user consuming the service. In the case of Real Image, ADSL broadband contentions are set as follows:
 - a. 12:1 for business
 - b. 20:1 for home.
4. Real Image actively monitors the ADSL broadband network to ensure that their services always operate below the maximum contention rates. Occasionally congestion may occur at the telco telephone exchange, which is out of Real Image's control, resulting in periodic slower speeds.

5. To better understand just how much data can be used, we have included an illustration of typical singular activities that can be undertaken using 10GB data:

	<i>per/month</i>
<i>Emails without attachments (total number)</i>	<i>7,000</i>
<i>Emails with attachments (total number)</i>	<i>2,000</i>
<i>Downloading Songs (mp3 - 3.5mins long)</i>	<i>1,500</i>
<i>Gaming at 128kbps (hours)</i>	<i>180</i>
<i>Watching a video (minutes)</i>	<i>2,600</i>
<i>Transferring digital photos (6m Pixels)</i>	<i>1,600</i>
<i>Hours of surfing</i>	<i>800</i>

6. With regards to unCapped ADSL broadband, i.e. Broadband without monthly data limits (capped), we rely on our customers being fair in the way they use the Internet. Where we believe that a customers' usage is excessive we will contact the customer to discuss how they can modify their usage to the benefit of all of our users.
7. All ADSL unCapped Broadband services from Real Image are sold based on fair usage. You can use your ADSL broadband connection as much as you like, all we ask is you

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are fair in your usage, ADSL is a service this is contended with other users (bandwidth is not dedicated to your connection alone instead it is theoretically shared).

If one person is using up all the bandwidth constantly, then under the definition of unCapped ADSL; it means that the other people with whom the bandwidth may be shared have no bandwidth at all.

8. Real Image will actively monitor all unCapped ADSL users. We have specific daily average usage benchmarks for the respective unCapped line speeds over a 30 day period.
9. This "fair usage policy" is here to give Real Image an option that should your usage be continuously excessive over a period of time, to the point it is impacting on other users, then we reserve the right to ask you to reduce your broadband usage.
10. Should your usage requirements regularly be in excess of what we consider "fair", then you may need to consider one of our "non-contended" (1:1) solutions e.g. Leased-Line.
11. Our initial action will be to notify you of the excessive usage we are picking up. This does not mean your connection will be disconnected or impacted if you exceed this limit, but please have consideration for other ADSL Broadband in your use of bandwidth.
12. Real Image will not impose a usage cap on your connection, however, if your usage continues to remain high following the first email we have sent to you, then your connection will be contended with other users of a similar usage pattern to yours.

You can still continue to download as much as you wish, however you will have increased contention on the service; noticeable mainly at peak times.

13. If your usage then tails back down to a more reasonable level then the extra contention applied to your account will be removed.