

FOR IMMEDIATE RELEASE:

Upstream Network Launches Upstream U for Student Housing Market

OAK BROOK, Illinois (April 4, 2018) — Upstream Network, a leading provider of specialized broadband services to the multi-family housing industry, announces the development of Upstream U, a customized broadband platform specifically designed for student housing communities, providing wireless functionality to students who prefer connection anywhere on the property without a need for any equipment. Upstream U allows students to simply move in and authenticate one time on a closed, secure network available only to students. The platform will enable Upstream Network to better serve the more than 10,000 housing units across its footprint.



“Students command a highly reliable, expandable and versatile experience that can support the number of users and mobile devices they bring to college, stated Bryan Rader, President of Upstream Network. “Upstream U has been designed specifically to provide a first-class experience for this customer profile with broadband service provisioned to the user, not the unit.”

Upstream U has recently expanded to numerous university markets, with service to off-campus housing communities throughout the country serving institutions such as Northwestern University, University of Florida, and Virginia Tech, with additional communities being added as it expands within the Upstream operating areas.

“We chose Upstream U because it is the most important amenity our prospective residents ask about,” said Doug Miska, Executive VP, Residential, of Gator Investments, a full-service real estate company which specializes in ownership of multi-family housing, including student housing. “This program is an attractive solution that gives us a leading advantage.”

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In addition to wireless connectivity, Upstream U also provides students with the option to also be wired, should they choose to do so, which reduces ping time and improves response for optimal performance especially advantageous for student gamers. Upstream U also provides a Digital TV product, with HD in the Clear, which allows users to plug into any coax outlet on the property and receive HD programming without a set-top box. Upstream U will benefit from Upstream's nationwide enterprise-grade network plus managed wireless support within the community and its amenity areas.

"College students are clearly the heaviest users of broadband," Rader said. "They stream everything, and utilize multiple devices at once for gaming, sports, movies, and much more. The network supports that type of consumption behavior and we think Upstream U will get an A+ from students who demand the best service."

For more information about Upstream U call (314) 540-1114, email info@upstream.network or visit online at www.upstream.network.

ABOUT UPSTREAM NETWORK

Upstream Network was developed to provide users with a concierge-quality experience at the fastest speeds, supported by first-class service and technical support, and is the first cloud-based smart network especially designed for the MDU market. Upstream's industry-leading platform offers comprehensive internet in combination with digital TV packages and personalized guidance to help property managers develop a tailored solution for their residents' broadband preferences with customized content, concierge-quality service and maximum security. With an in-house, 24/7 U.S.-based customer support team, Upstream provides end-to-end service for communities across different types of properties, including design, installation, maintenance, and service management. Based in Oak Brook, Illinois, Upstream Network serves 3000+ properties across the nation, with hubs in Chicago, Florida and Minneapolis. For more information, visit online at www.upstream.network.

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