



Tokyo, Japan, December 25, 2001.

## **LINC Media to start offering AdvanceServ, Japan`s first bilingual IDC Service, Using State of the Art Facilities**

LINC Media Inc. is launching a new service called [AdvanceServ](#). AdvanceServ is an Internet data center (IDC) service that includes the housing of servers and the creation and management of Web sites for businesses in both Japanese and English, using a state-of-the-art data center facility built in Tokyo by MCI WorldCom Japan Ltd. (later stated as WorldCom). AdvanceServ will be Japan`s first bilingual IDC service offered at attractive prices while employing the most up-to-date facility available. The company will seek to win a broad range of customers among both Japanese and foreign-capital businesses.

### **Main Features of AdvanceServ**

Uses the most up-to-date data center facility —

[AdvanceServ](#) uses the most up-to-date facility available, designed and built in Tokyo by WorldCom specifically for use as a data center. The facility is designed to withstand earthquakes registering up to 7.0 on the seismic scale and has lockable 46U racks with multiple power sources and stable high-speed broadband connectivity. Three power systems are supplied by TEPCO transformers and all key equipment has a redundant configuration of N+1 or higher, including independent electric power generators, uninterrupted power supplies (UPS), and air conditioners.

Multilanguage hosting service to accommodate virtually any system language —

Conventional data centers can only process a limited range of system languages, but AdvanceServ can accommodate a wide range of languages, extending from Microsoft NT, Windows 2000, and Sun Microsystems` Solaris to Linux. As a result, corporate users can take advantage of the latest data center services offered by AdvanceServ without being restrained by the system languages they employ.

Bilingual support to serve the needs of the international business community —

[LINC Media](#) not only supports a wide variety of system languages but also provides a full range of support in both Japanese and English, for everything from inquires and help desks to hosting and consulting. Thanks to this bilingual support, international companies and

Japanese companies with overseas interests can benefit from the service without being troubled by language barriers. AdvanceServ is Japan's first low-priced, multilanguage, data center service using the most modern facilities available.

"Data centers are now being required to offer the very highest security," said Terrie Lloyd, president and CEO of LINC Media. "In the business world, even a moment of system breakdown can cause a huge loss. In cooperation with WorldCom, AdvanceServ is the first multilanguage data center service to be offered in Japan, with service around the clock, 24 hours a day, 365 days a year, using the latest data center facility, served by the bilingual engineers of LINC Media. The service allows users to operate without encountering any language barriers in either their systems or their businesses."

There currently is heavy demand for data centers from foreign-capital companies such as financial institutions, which will be the initial marketing target of AdvanceServ. But LINC Media expects the importance of security to be recognized increasingly by Japanese businesses in the aftermath of the tragedies that hit the United States, so it anticipates rising demand for data center services from Japanese companies as well before long.

Bil Colthurst, Director of Managed Services for [BiOS](#) and project manager for AdvanceServ also suggests that the 'broadband revolution' finally taking place in Japan will place increased demands on data centers. "What we are demonstrating to our clients" says Mr. Colthurst, "is that moving a company's network servers from the office to AdvanceServ is not only safer and better from a management standpoint, but it can even be CHEAPER and as fast." In the near future, we may come full circle. From the old days when main frames connected terminals in branch offices, we went to distributed processing with many servers in local area networks in each office. Now that the world is connecting all offices together with the Internet over high-speed broadband, we are moving servers (including NT and Win2000 primary servers and Exchange e-mail servers) to safe, secure, redundant data centers. "The cost to host and manage these critical machines in the office can often be higher than to have AdvanceServ experts deliver a higher quality level of service from the newest and safest data center in Tokyo, adds Bil Colthurst."

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### **About LINC Media Inc.**

LINC Media was founded in 1996 by current CEO and President Terrie Lloyd to support foreign firms trying to enter Japan. In the ensuing years, the company grew into a full-fledged media firm

with an English-language business magazine, recruiting services and bilingual technical support services.

<http://www.lincmedia.co.jp>

For more information:

LINC Media, Inc.

[info@lincmedia.co.jp](mailto:info@lincmedia.co.jp)

03-3499-2399

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