

## Paul McCartney's *Driving USA* Tour Takes Toshiba Mobile Office Technology On the Road

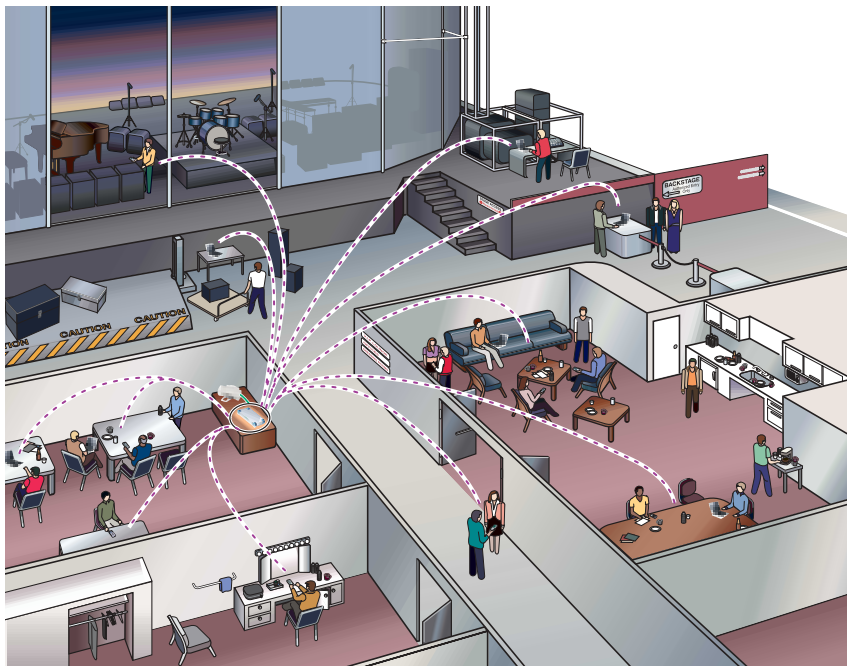
In this year's *Driving USA* Tour, superstar recording artist Paul McCartney will not only be playing new songs with a new band, but also will be relying on new wireless technology to keep the band's behind-the-scenes management productive and organized.

Since McCartney embarked on his last road trip nearly 10 years ago, the technology landscape has gone through a complete revolution. Today's tour staff now has the technical resources to stay connected in real time with constant access to the Internet with one connection while sharing a single printer using Toshiba's Wi-Fi™ (IEEE 802.11b) wireless networking hardware to get the job done.

*On-the-road communications powered by Toshiba's Magnia® SG20.*

Last year, Toshiba's mobile office technology powered the U2 Elevation tour, which was the largest grossing tour of 2001. Based on its success, Clear Channel Entertainment

again tapped Toshiba's wireless expertise for the McCartney tour. The leading tour promotion company, Clear Channel Entertainment produces concerts by the world's most popular performers including U2, Madonna, Janet Jackson, NSYNC and the Rolling Stones.



"The mobile office powered by the Magnia SG20 has become an absolute must for doing business on the road," says Craig Evans, director of touring at Clear Channel Entertainment, "A broad range of our staff – from tour bus drivers to tour management – counts on the mobile network to communicate with the outside world and stay productive."

Organizing a tour that reaches 15,000 fans in multiple cities around the world involves a whole host of details and logistics. More than 100 people are employed by the McCartney tour, and more than half of the tour staff uses the Toshiba mobile network.

Toshiba's mobile office technology enables Clear Channel staff to wirelessly connect to e-mail and the Internet, without having to rent phone lines. This real-time, high-speed  
*(continued on back)*

access to the Internet lets staff quickly reply to the huge volumes of email they receive every day, and stay as productive on the road as they are in the office. What's more, the flexibility of the Toshiba Mobile Office solution makes it easy to add additional users to the mobile network. Clear Channel executives that come to visit the tour can quickly and easily connect to the network without requiring additional network or phone lines.

In addition to using the mobile system for email and Internet access, Clear Channel tour management also uses the Magnia SG20 as a server for centralized file storage. Centralized file sharing makes it dramatically easier for staff members to enjoy team computing, edit and locate files plus share schedules to improve efficiency and communication among the team.

Prior to using Toshiba's Wi-Fi wireless networking products, staff members had their own personal printers and communicated via individual Internet providers, phone and fax. This alternative was extremely inconvenient, requiring multiple cables and forcing tour staff to share limited phone lines. In addition, this was extremely expensive since phone lines cost \$100 to \$200 per day at each venue.

"Wireless technology is the next logical step in making our tours more efficient," Evans added. "Communication is a big hurdle in a tour of this magnitude. Before going wireless, we were constantly struggling with the limitations of phone lines. When we arrived at a new location, people would immediately need to check email – and they would have to do battle with someone else who wanted to make a phone call or constantly return to the production area to see if a phone line had freed up. Now everyone can

---

**"After going wireless, I can't imagine life on the road without mobile technology. It's exciting to know that by using Toshiba's Magnia SG20 mobile wireless solution, we are on the leading edge of the touring business."**

*Craig Evans, Director of Touring  
Clear Channel Entertainment*

---

connect on his or her own time, wirelessly, enabling greater efficiency for everyone.

Clear Channel tour management selected a Toshiba high-speed, portable wireless network that packs easily for transport between locations and is installed in a matter of minutes. At the heart of the network is Toshiba's Magnia® SG20 appliance server, a fully integrated wireless "network-in-a-box" solution that serves as a central bridging device to the rest of the network. The wireless network solution also includes Tecra® 9100 notebooks, 5GB PC Card hard disk drives, port replicators, wireless PC cards and a wireless extender.

The Magnia SG20 server provides integrated wireless capability with a built-in access point. Adding an optional wireless PC card is

all that's needed to get the wireless network up and running – no external access point is needed. An essential enabler of WiFi connectivity, the Magnia SG20 server seamlessly connects to Toshiba's Tecra notebooks, allowing users to share one high-speed Internet connection and one printer. Sharing hardware and Internet connections also allows tour management to store and update tour schedules and documents from a centralized location. For easy transportation between tour locations, the entire network fits into a carry-on portable case.

Without Wi-Fi networking products, "our productivity would be severely hampered," Evans concludes. "After going wireless, I can't imagine life on the road without mobile technology. It's exciting to know that by using Toshiba's Magnia SG20 mobile wireless solution, we are on the leading edge of the touring business."

In Touch with Tomorrow  
**TOSHIBA**

Toshiba America Information Systems, Inc.  
Computer Systems Group  
P.O. Box 19724, Irvine, California 92623-9724  
1-800-TOSHIBA • toshiba.com