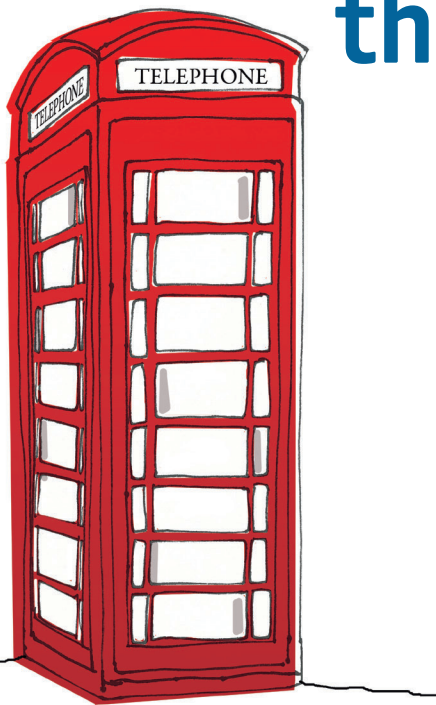


# Think outside the box





You might know us for our landlines and consumer broadband. You might know us for our iconic red telephone boxes. But there are a few things that might surprise you about BT.

**It's time to think outside the box**

# Better connected, better lives

Since starting out in 1846 we've been on quite a journey. We've evolved from our traditional telecoms roots into a global communications company, serving consumers and multinational companies in over 170 countries around the world.

Technology is key to our success.

But it's not just about technology. It's about what technology enables us to do.

People want to communicate. We need to relate as social beings through strong relationships, in business and amongst friends and loved ones.

We want to squeeze every last drop from our most precious commodity – time. To be more effective in business, or to allow us to spend more quality time with the people we care about.

We want to develop as individuals, to learn, experience, be entertained and make the most of what we have.

By using technology to get better connected, we can all get more out of life.

**And that's what BT is all about.**

# Virtual reality hits the high street

Tommy Hilfiger has offices all over the world, requiring their employees – and fabric samples – to do a lot of travelling.

With the help of BT's conferencing team, a virtual fitting room was created. It allows employees to work effortlessly with colleagues around the world, from Amsterdam to Tokyo.

Multiple cameras and large HD screens allow a fitting to be experienced by designers in different countries as if they were in the same room – down to the nearest stitch.

**As well as reducing costs, it means the latest fashion can reach your wardrobe even quicker.**



# Diagnosis through video conferencing is a real lifesaver

When Victoria Oatham suffered a stroke, a consultant was on hand to ensure she got the right treatment. Yet he was nowhere near the Surrey Hospital where she was admitted.

In his study 20 miles away, Adrian Blight was able to assess and diagnose Victoria's condition using BT high definition video conferencing. He spoke to her, studied a scan of her brain and prescribed the clot-busting drugs she needed.

Two days later Victoria was up and about, with a full recovery in prospect.

**We never underestimate the power of technology – it really can change lives.**



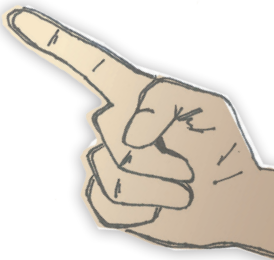
# Beat the bar queues with the touch of a finger

Thanks to latest technology pioneered by BT, in collaboration with Sthaler, this became a reality at a music festival in Wales.

Using biometric technology originally developed to measure blood flow and pulse rates, festival-goers securely registered their credit card details against their finger veins.

With a simple touch of the finger, they were able to buy a drink at the bar – triggering an email with an itemised bill which they could check on their smartphone.

**Which meant more time to enjoy the music.  
And the mud.**



# BT Internet Rangers bridging the digital divide

It can be easy to forget that not everyone is as connected as everyone else.

One of our employees, Jonathan Russell, helped set up an initiative last year to try and bridge the gap and get more people online.

The BT Internet Rangers initiative allows local school children to teach less experienced adults how to make the most of the internet.

**From booking holidays to doing the weekly shop,  
we think everyone should be able to do it online.**





# On the New York Stock Exchange, every second counts...

With multi-million dollar deals won or lost in milliseconds, there are few environments as testing as the stock exchange.

We provide cutting-edge communications technology to the New York Stock Exchange, enabling traders to get the information they need as seamlessly and quickly as possible.

More than 68,000 traders rely on our technology, linking trading floors in over 60 countries as one virtual trading organisation.

**That's quite a responsibility for a company you thought just did broadband.**



If you've enjoyed reading these stories and learnt something new about BT, we'd love to hear your comments on our Facebook page.

You can also enter our prize draw and be in with a chance of winning a £1,000 cash prize.

All you have to do is like our page, let us know your basic contact details and we'll get in touch if you're the winner. (You can read our full terms and conditions on our Facebook page).

You can also read our grad blogs, and if you have any questions for our current graduates, or the recruitment team, you can ask us on our wall.



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outside  
the box**

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