



RUDIMENTAL TO HEADLINE PARALLEL 5G IN PARTNERSHIP WITH BEATPORT: A 5G POWERED CLUB NIGHT IN LEEDS

- EE to host the hit hybrid club night powered by 5G with Rudimental and more in collaboration with Beatport
- On 17th March, EE's award-winning 5G network will be supercharging sets across the city and live streaming the evening in real time at Millennium Square, Leeds city centre
- Four DJs; Two Venues; One City; The ultimate live music experience, all powered by EE 5G

3rd March 2022: The UK's best network has announced that its 5G powered club night Parallel is back with a bang for the second year running in Leeds on March 17th. After last year's sold-out events in Liverpool and Manchester, EE has teamed up with Beatport - global leader of music for DJs and producers - to deliver the ultimate clubbing experience using 5G. The hybrid 5G network provides the low latency and superfast speeds that are required to mix sets without missing a beat. EE x Beatport Present Parallel 5G will give the music fans of Leeds an opportunity to see exclusive sets from Rudimental, Arielle Free, Manami, Babyschön and Leeds local, Junior Simba.

Seamlessly connected by EE's 5G network, dance music fans will be able to enjoy the live DJ performances in person or via the 5GEE powered livestream at Millennium Square. The event will take place in Leeds city centre, the stomping ground of many of the UK's talented dance music DJs. This event will provide a night of epic entertainment for the residents of Leeds supercharged by EE's award winning 5G network.

Delivering a dance music filled evening with a twist, Parallel will be taking over Temple Arches, the exciting open air event space in the heart of Leeds city centre. Rudimental will be performing a DJ set and other headliners including Arielle Free along with Manami and Junior Simba who will be going back-to-back on the decks, completing the night of entertainment.

Local music fans who aren't lucky enough to bag the limited tickets available, but still want to get involved with the electric music evening can head to Millennium Square, Leeds to immerse themselves in the action. EE will be streaming the DJ sets through its 5G network using 4K 360 quality to custom-built 5GEE VR headsets.

You can watch also watch the 5G live stream online from 7pm for free at <https://ee.co.uk/parallel>.

Pete Jeavons, Marketing Communications Director at EE said: "We saw huge success last year with Parallel 5G in Liverpool and Manchester. This year we are back, and it is bigger than before. This 5G powered live music experience brings to life the opportunities that 5G



mobile technology can unlock while demonstrating how connectivity can let artists unleash their creativity and bring music to more people.

Combining the power of our 5G network with talented musicians and the support from Beatport is allowing EE to continue to pave the way for developing innovative and forward-thinking ideas.”

Taking to the decks in Leeds on 17th March, Rudimental said: “Leeds is a special city with an incredible music scene and where some of us spent our uni years, so we’re looking forward to coming back and teaming up with EE to do our first 5G powered set. We’ll be taking over the decks at Temple Arches, playing some bangers, from old to new, including fresh tracks from last year’s album and some of our classics too – see you there!”

Ed Hill, VP of Beatport Media Group said: "We’re really excited to be teaming up with EE to deliver another one of our 5G powered club nights to the people of Leeds. Following on from last year, we can’t wait to share quality tracks with music lovers by using the best technology. The team are looking forward to seeing what the DJs have in store this time around as we’ve lined up some of the best names on the electronic music scene to show what’s possible in this space.”

EE x Beatport present Parallel is the ultimate 5G club night experience. Taking place on Thursday 17th March 2022 in Leeds exclusively available for local residents, check out <https://www.eventbrite.co.uk/e/parallel-5g-tickets-272221831827> for more information.

END

Notes to Editors

About EE

EE runs the UK’s biggest and fastest mobile network, offering superfast connections in more places than any other operator. EE brought the first 4G network to the UK in October 2012, and launched the UK’s first 5G network in May 2019.

EE has received extensive independent recognition, including being named the UK’s no.1 5G network by RootMetrics® in 2020 and 2021, and the UK’s best network every year since 2014 for the following awards: The Mobile Choice Awards, The Mobile Industry Awards and by RootMetrics®.

As well as delivering mobile services to consumers, small and medium businesses, corporate customers and Government programmes, EE also provides home and business broadband using both 4G and fixed line connections.

EE is committed to being number one for service in the industry and has nearly 600 shops across the UK. EE remains the only mobile provider to answer 100% of customer calls in the



UK and Ireland and was recognised as the UK's Best Large Contact Centre by the UK Customer Experience Awards 2018 and Welsh Contact Centre Awards 2019. EE was awarded The Sunday Times' Best 100 Companies to Work for the 2018 and 2019, as well as being named Best Employer 2018 by the European Contact Centre and Customer Service awards.

EE is part of BT's Consumer business unit which provides products and services to all of BT's consumer customers in the UK.

About Beatport:

Beatport is the worldwide home of electronic music for DJs, producers, and their fans. The Beatport Store offers music in premium digital formats and provides unique music discovery tools created for and by DJs. Each week, Beatport's music collection is refreshed with hundreds of exclusive tracks by the world's top electronic music artists. The company also has a growing, streaming catalog subscription service, [Beatport LINK](#). Founded in 2004, the Beatport family of companies includes [Beatsource](#), [Loopmasters](#), [Loopcloud](#) and [Plugin Boutique](#). Beatport has offices in Berlin, Brighton, Denver and Los Angeles. Follow us on [Twitch](#), [Facebook](#), [YouTube](#), [Twitter](#), and [Instagram](#).