Norfolk technology veteran Richard Dix selects KeySIM for temporary rural connectivity

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Richard Dix, the founder and Managing Director of Rural Broadband, is using KeySIM's multi-network IoT SIM cards to provide temporary and ad hoc internet connectivity at rural locations.

Dix has more than 40 years of experience in IT, beginning when he acquired a Sinclair ZX80 in 1980. He has continued working with technology throughout the enormous changes that followed, becoming a Mac user in 1989 and building extensive experience in computer support, mobile broadband, fixed connectivity, event Wi-Fi and broadcasting.

He founded Rural Broadband in 2000 from his former family farm in Heacham, West Norfolk. That background gave him first-hand knowledge of the difficulties experienced by homes, farms and businesses located beyond the reach of dependable fixed-line services.

Today, Dix specialises in finding ways to deliver internet access where conventional services cannot reach. Rural Broadband provides mobile broadband, FTTC solutions and Wi-Fi for businesses and events, including festivals and county shows held in fields and other temporary locations.

Alongside Rural Broadband, Dix is a director of KL1 Radio, serving West Norfolk, and is involved with local information platform Town and Around. His experience spans the practical application of technology across rural communities, businesses, events and broadcasting.

KeySIM gives Dix another flexible option for temporary deployments. One SIM can connect to Vodafone, O2, EE or Three in the UK, avoiding the need to carry and exchange several different network SIM cards.

The SIM can also be remotely directed to a selected mobile network through KeySIM's Network Steerer. Its pay-per-megabyte pricing is particularly suited to temporary internet access, ad hoc assignments and equipment that is only connected occasionally.

Richard Dix, Managing Director of Rural Broadband, said:

"I have worked with computers and communications technology for more than 40 years, starting with a Sinclair ZX80 in 1980. During that time, the technology has transformed, but the objective remains the same: finding the most practical solution for each customer and location.

"For temporary internet access, events and ad hoc work, KeySIM is a great option. We can arrive with one SIM that has access to Vodafone, O2, EE and Three instead of trying to predict which network will work best.

"That flexibility is particularly valuable in the countryside, where coverage can change considerably from one location to another. It fits well alongside the range of connectivity solutions we already provide."

Graham Robinson, founder of KeySIM, said:

"Richard has an extraordinary depth of experience and has spent decades helping people and businesses overcome connectivity challenges in rural Norfolk.

"He understands that there is no universal answer to rural connectivity. KeySIM gives him another practical tool, particularly for temporary installations and ad hoc work where access to all four major UK networks through one SIM can make a real difference."

The collaboration combines Dix's decades of technical knowledge and understanding of rural communities with KeySIM's flexible multi-network connectivity.

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