



## **DivcoWest's Cambridge Crossing to be first Wired Certified Neighborhood in New England**

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Cambridge, MA According to DivcoWest, Cambridge Crossing (CX), a new 45-acre, mixed-use neighborhood connected to the life science 'hotbed' of Kendall Sq., is the first project in New England, and only the second in the U.S., to commit to developing a full neighborhood to Wired Neighborhood Certification connectivity standards.

Reflecting CX's commitment to creating a dynamic place in which entrepreneurs, researchers, innovators, and visionaries can live, work, and collaborate, the advanced data communications infrastructure at Cambridge Crossing will support reliable, secure, and superior connectivity throughout the entire neighborhood to be comprised of 4.5 million s/f including 2.1 million s/f of science and tech buildings, 2,400 residential units, 11 acres of open space, and 100,000 s/f of local retail and dining, Cambridge Crossing has been designed to accommodate the growing list of leading-edge innovation firms seeking to join the Kendall Sq. ecosystem.

The Neighborhood Certification is issued by WiredScore, who just announced a \$9 million Series A raise, and confirms that Cambridge Crossing's communications infrastructure will establish premium connectivity in each of the individual assets that make up this new neighborhood and is expected to give tenants and residents assurance that connectivity and cutting edge digital infrastructure exists between buildings and all public spaces. This level of interconnectivity is anticipated to provide the seamless digital experience that today's customers demand, both inside and outside, the office space.

Features of the Wired Certification and Wired Neighborhood Certification include a neighborhood that accommodates multiple high-speed fiber optic Internet service providers via redundant pathways, capacity throughout the underlying infrastructure to adapt to technology changes over time, and a seamless, connected tenant experience with WiFi in the public spaces

throughout the neighborhood. It ensures the level of connectivity, reliability, and redundancy that the most sophisticated firms require to support and protect their business. Global Wired Certification standards are established by WiredScore's Connectivity Advisory Board, which consists of representatives from Google Fiber, Rudin Management, Arup, WSP USA, and Zayo Group.

“The Cambridge Crossing neighborhood is located within one of the highest concentrations of intellectual capital in the world, so the decision to design our project to Wired Neighborhood Certification standards was an easy one for us. It contributes directly to our mission to deliver state-of-the-art facilities that exceed tenant expectations,” said Tom Sullivan, president of the development division of DivcoWest. “In order to create places for pioneering companies and innovators to thrive, we must think to the future. We are partnering with WiredScore to future-proof CX, making it an exceptional place for groundbreaking companies and ideas to flourish. We aim for excellence in everything we do, and Wired Certification sets the benchmark for tenant satisfaction in data communications.”

“CX's pursuit of this certification is another affirmation of their smart approach to development and dedication to delivering an outstanding tenant experience,” said David Miller, head of Boston for WiredScore. “Proactively integrating a strategy for the development's digital infrastructure increases a project's efficiency and ultimately the ability to deliver the tenant experience they are aiming for. We commend DivcoWest for their proactive approach to digital infrastructure that will mark CX as one of the most well-connected environments in the country.”

Currently under construction at Cambridge Crossing is a 430,000 s/f, science & tech building where Philips, a multinational health technology company, will move the company's North American headquarters and Innovation Center in Q1 2020. The building has already received Wired Certification at the Platinum level, denoting the highest level of connectivity available. All commercial buildings at Cambridge Crossing will be designed to meet the same standard.

“Providing our teams with state-of-the-art facilities that support collaboration and our research efforts around Adaptive Intelligence, is vital to our success as a company,” said Dr. Joe Frassica, head of Philips Research North America and the company's chief medical officer for

North America. “CX is a standout location that offers our employees an opportunity to work closely with the area’s rich innovation ecosystem, including our academic, healthcare, and start-up partners. The fact that CX is prioritizing connectivity, a key factor in our productivity, and developing against Wired Certified standards, further validates our decision to move here. We are looking forward to moving to a development that balances productivity with building a community.”

Cambridge Crossing also benefits from its location within one of the most highly sought-after markets in the world, fueled by an epicenter of life science and tech innovation, Kendall Sq., and talent from leading institutions such as MIT and Harvard. It is linked to six regional and interstate roadways, 3.5 miles away from Logan International Airport, and served by two MBTA transit lines: the new Lechmere Station, part of the Green Line Extension commencing construction in December 2017, will be located on the site, and the Orange Line Community College Station is steps away. The development is also targeting LEED Sustainable Sites and WELL Community certifications.

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