



## Broadband Technology Helps East Tennessee Antique Company Reach Record-Breaking Heights

**Name:**

Case Antiques

**Internet:**

[www.caseantiques.com](http://www.caseantiques.com)

**Products/Services:**

Antiques

**Location:**

Knoxville/Knox County

**Leadership:**

John and Stephanie Case,  
Owners and Operators

**Founded:** 2006**Reach:** International**Innovative Insight:**

*“Technology has allowed a forum where people can view and understand these items much quicker. The object is able to speak for itself. It’s the next best thing to the customer being there in person.”*

**The Importance of**

**Broadband:** *“The number of photos we offer our clients of each individual item is highly unusual and would be virtually unachievable without broadband.”*

**Future Goals:** *“I’m hoping that my customer base continues to move over to broadband technology so we can keep providing them with the most clear, concise photographs possible.”*

**Knoxville, TN** - They might sell aged items, but John and Stephanie Case are breaking brand new ground in the world of antiques, with the help of broadband technology. Thanks to a website that loads quickly to provide clients with a multitude of clear, crisp photos of antiques up for bid, their online auction company, Case Antiques, has set more than a dozen records in the auction industry in just two short years.

“Technology has allowed a forum where people can view and understand these items much quicker,” says John Case. “The object is able to speak for itself. It’s the next best thing to the customer being there in person.”

From furniture to art to decorative pieces, Case Antiques offers their clients a variety of viewpoints of every item they have to offer using photos taken by John and Stephanie. This is what helps give them the edge over other online antique companies. “The number of photos we offer our clients of each individual item is highly unusual and would be virtually unachievable without broadband,” Case explains.

The auctions, which take place on web sites like eBay's Live Auctions and AuctionZip.com, allow clients to sit and view items and place their bids during live auctions from the comfort of their own homes. The rapid response time made possible by a broadband connection is necessary if a client wants to successfully compete with other bidders. “If people are bidding on live auctions using a dial-up connection,” says Case, “they are at a distinct disadvantage.”

Back in September, an auction of a historic Nashville estate brought in more than 300 online bidders from 12 countries around the globe, including Korea and Australia. Not bad for a grassroots business operated out of a garage in Knoxville, Tennessee! For John Case, there’s no question about what helped him launch the success of his company and what will continue to ensure its future success.

“Broadband technology was essential for Case Antiques. It was not an option. I’m hoping that my customer base continues to move over to broadband technology so we can keep providing them with the most clear, concise photographs possible.”

**About TN 95:**

*Citizens across the state are using technology in innovative ways to ensure that Tennessee remains the place of choice to live, work and raise a family. Connected Tennessee is profiling businesses and Tennesseans in each of the state's 95 counties to identify lessons learned on the path to successful innovation. For more information visit our Web site at [www.connectedtn.org](http://www.connectedtn.org) or call 615-242-9508.*