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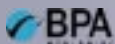
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A Trip To Dallas Of Unlimited Value

Well, Not Quite Dallas. Irving Is Even Better



Broadband and life. I had a mild surprise – a moment of enlightenment – while fine-tuning the plans for our sensational Broadband Properties Summit. It is being held September 12-14 in the Dallas area. (The Summit is actually in Irving, a town named for Washington Irving, but that is a different story. Imagine: a gleaming Texas city with a new fiber optic infrastructure named for a New York man of letters born in 1783!) In any case, my eye-opening moment occurred while I was checking news items about our conference speakers. We have dozens of world-class presenters lined up – including prominent developers and property owners – all of which guarantees we will have the best Summit ever. Because these speakers lead lives of non-stop accomplishment, I keep tabs on their press coverage. One of our scheduled movers and shakers is Mayor Lewis Billings of Provo, Utah. When he agreed to attend, I whooped in triumph for having landed a giant in the world of municipal broadband and Fiber-To-The-Home. As we've reported, iProvo's business model is unique. The city owns the infrastructure and businesses lease the system to deliver the "triple play" of voice, video and Internet via the ultra high-speed network. Well, as the weekly news from Provo scrolled up on my computer screen, I realized that this leader in the world of broadband had more to do than spend all day at the new Network Operations Center. He was busily crowning Miss Provos, taking on issues like the carp population in Utah Lake, and helping boost attendance at local sporting events – plus more serious stuff. Obviously, he has concerns other than the iProvo fiber-optic network – despite its remarkable ability to deliver affordable, high-bandwidth services to every home and business in the community. I took it as another vital reminder of how much we need public officials and other visionaries and communicators who can bridge the gap between today's mind-blowing progress in technology and the daily lives of citizens. And no one does that better than Mayor Billings. As the mayor himself frequently notes, the city's goal in owning

the network is a "better quality of life for all our citizens." At our Summit you will learn the many ways that promise is being fulfilled.

Reinventing your city. Another speaker at the Summit whose city is unique in the world of broadband is James Hettrick, Director of Information Systems for Loma Linda, California. We reported last month how Hettrick had helped spearhead the move to make Loma Linda the first city where FTTP is a requirement for developers and builders. Now he is writing the next groundbreaking chapter – on how Loma Linda is using its new infrastructure to "reinvent the city, to leverage what has been built, to offer points of sale for companies to come to Loma Linda." Here is a history-making case study on fostering enterprises, creating jobs, and generating revenue. *Don't miss it.*

Competing with incumbents. NTS is an integrated communications company with 60,000 customers in Texas and New Mexico. It competes with SBC and Cox – and its profits are rising smartly now that COO Brad Worthington has been installing a future-proof fiber network. Brad's account of how NTS leveraged its customer base, built a headend and bootstrap-financed construction is a story to thrill the crowd. With limited funds but endless business savvy, NTS implemented an effective sales and marketing campaign. It includes selling its video capabilities – unlimited channel capacity, VOD, Web TV, video conferencing, caller ID on TV, and HDTV. Customers see it as an incredible value.

For a learning experience of unlimited value, join these players in the world of unlimited bandwidth.

Sign up for the Summit now!

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