

**EDITORIAL DIRECTOR**  
Scott DeGarmo

**PUBLISHER**  
Nancy McCain  
nancym@broadbandproperties.com

**EDITOR IN CHIEF**  
Steven S. Ross  
steve@broadbandproperties.com

**ASSOCIATE PUBLISHER**  
Phil Cook  
phil@broadbandproperties.com

**ADVERTISING SALES**  
Irene Gonzales  
irene@broadbandproperties.com

**DESIGN & PRODUCTION**  
Ken Lasley  
ken@broadbandproperties.com

**SPECIAL EDITORIAL CONTRIBUTORS**  
Paul E. Green, Jr., James Hettrick, Masha Zager

**COLUMNISTS**  
Bill Burhop, IMCC  
Orrin Charm, InfiniSys  
Amy Gravens, Cahners In-Stat.  
Larry Kessler, IntelliCable  
Lawrence Kingsley, Contributing Editor  
W. James MacNaughton, Esq.  
Dave McClure, USIIA  
Bryan Rader, MediaWorks  
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Robert L. Vogelsang, Broadband Properties Magazine

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**CHAIRMAN OF THE BOARD**  
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**VICE CHAIRMAN**  
The Hon. Hilda Gay Legg

**BUSINESS & EDITORIAL OFFICE**  
Broadband Properties LLC  
1909 AVENUE G  
ROSENBERG, TX 77471  
281.342.9655, FAX 281.342.1158  
WWW.BROADBANDPROPERTIES.COM



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# See The Power of Innovation At Our First Killer App Show

Big bandwidth is enabling profound transformations



**M**ark your calendars now — and plan to see just how immense the revolution in killer applications enabled by FTTH is going to be. *Mark your calendars now* — and we will demonstrate for you just why we launched *KILLER APP* Magazine and *KILLERAPP.COM* and are now planning an event dealing with the same extraordinary subject.

Be assured that killer apps are no small matter. They energize and revolutionize economies and societies, which helps explain why our co-sponsor at the event will be the FTTH Council - among other notable organizations and institutions. The event is nothing less than the first national Killer App Conference. The dates are April 30 through May 2. The place is a city and region where the industrial sector is “on fire with growth,” as one area economic development professional put it. And one of the reasons for this growth is the energy and vision of our dynamic partner in the event, Mayor Graham Richard of Fort Wayne, Indiana, whose “wired and inspired” visionary plans are attracting hundreds of millions of dollars of investment to his city.

Change in the area is being catalyzed by the fiber optic infrastructure that the mayor championed, with one company after another announcing plans for investment and expansion. You will want to see first-hand just how far-reaching and profound are the transformations that ultra-high-bandwidth speeds enable. Now that the Fort Wayne deployment is a reality, the mayor has set about with drive and ingenuity to utilize and leverage his newfound bandwidth for maximum results. As a former venture capitalist and dedicated student of management, he is working with us to make this event one that municipal officials and economic development professionals will not want to miss. We will be contacting thousands of corporations and many hundreds of mayors and other public employees and officials to bring them to Fort Wayne.

Every issue of Killer App implicitly

underscores the importance and timeliness of our conference. The articles – all on “Emerging applications for a connected world” - not only describe the purpose of a current application, they provide insight into the systemic and ongoing economic and societal changes that are brought about by killer apps.

In his article this month, Mayor Richard describes the success of a program of medical eye examinations aimed at preventing vision loss. In addition to improving individual lives, the exams are saving society huge amounts of money in terms of medical care, disability expenses, and the loss of productivity. Other articles describe the immense change in enterprises, industries and sectors brought about by new applications. I've seen an oft-cited list of past killer apps mentioning word processing, VisiCalc, bar codes, Enterprise Resource Planning and e-mail – plus the light bulb. The killer apps that especially interest us are made possible by the migration of our telecommunications system from analog to digital and from electronic to optical. Digital display and storage in the medical field is one such dynamic application. A Killer App report on this subject notes how a 20-fold increase in bandwidth made possible by a new carrier-grade Metro Ethernet system is facilitating the demise of the well-established enterprise of X-ray film, printing and storage and replacing it with a vastly better system.

Other articles range from music education involving far-flung individuals to medical examinations at a walk-in clinic where the doctors are present only virtually, to traffic light systems that are orders of magnitude more sophisticated than what communities use today.

Delve into the articles yourself – and make a point of signing up for the Killer App Conference.