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Exaflood of Amenities Coming Via NanoFiber

And all occurring at the speed of light

NanoFiber . . . Amenity . . . Exaflood . . . Those words all play a role in the Summit. NanoFiber is not the proper term for the breakthrough product we celebrate on the cover, a technology we will be discussing throughout the Summit. But I've heard people using this catchier term rather than nanoStructure. Branding is one item mentioned in the report by editor-in-chief Steve Ross, "Corning's New Bend-Insensitive Fiber is a Wow," page 16. Our jazzy cover art seems inspired by the line in his article noting the new fiber enables "more aesthetically pleasing designs for the cable, hardware and equipment used in the deployment, Corning says."

Amenity? Some months ago I invited Zoomy CEO Diane Kruse to deliver a keynote address at the Summit. I was seeking to create a keynote triple play, with the CEO/founders of three major firms that design, build and operate FTTH networks. "I want to speak on 'FTTH As A Lifestyle Amenity,'" said Kruse. I thought about the word *amenity* as we talked, reflecting on the fact it was not a term we used regularly in this magazine, like, say, GePON or ONT or economic development. I looked back at a definitive, 28-page special publication we did in February on fiber called, "The Advantages of Optical Access," and found there was not a single use of the word *amenity*, even in articles aimed at the real estate market, or in ones describing the flood of applications we can anticipate as part of the Exaflood. As for Exaflood, that term got its first notable use in print on January 20, in *The Wall Street Journal*, in an opinion page piece by Discovery Institute editor/writer Brett Swanson. Exaflood is a term around which a lot of activity has since occurred. We have a just-released video of it to show during the Summit, and we've assembled a blue-

ribbon panel on the topic that includes some of the most knowledgeable experts on the issue. But back to *amenities*. Look through this issue and you will see the word in ample use. It appears in articles more than 15 times, including on page 78 in our piece from Connexion Technologies — the firm headed by triple-play keynoter Glen Lang — and in our special *FTTH Made Easy* supplement. In one place or another, this issue makes the point that great amenities are guaranteed differentiators in selling homes. I did a slight double-take on reading our account about FTTH being offered to consumers as an amenity along with kitchen countertops — even though I know that is becoming standard. What struck me was recalling how only a few years ago, in my first conversation with Glen Lang, he used exactly that comparison in a way that skeptics took at the time as a sort of far-off objective, perhaps never to be attained. Articles also refer to technology amenities offered alongside not just countertops, but pools and community centers, as well as spas, fitness centers, boardwalks and yacht clubs. You'll read about "the technology amenity" as being a deciding factor in homebuyer purchases and about a community that demanded a "full service FTTH amenity." By the time you are through with the issue, you've absorbed the idea that "the FTTH amenity" is on its way to entering common usage. At the Summit, you'll have the opportunity to hear and interact with the developers and company leaders now in the forefront of creating the amenities and marketing them. We also have a session called "Applications as Amenities" that will provide a rundown on firms that are top players in the field.

A handwritten signature in black ink that reads 'Scott DeGarmo'.