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Mark Your Calendars: End-of-April Summit

Co-hosted by the FTTH Council, April 28 – May 1

Our next Broadband Properties Summit will be April 28 – May 1, in Dallas, Texas.

The new dates will enable us to bring you an even better conference. The dates will accommodate sponsors and attendees who felt the fall season had become too crowded with technology trade shows.

One benefit of the move: Broadband Properties has always worked with the FTTH Council. Moving to April means we will be collaborating more closely than ever.

beyond anecdotal success stories to place in your hands all that you need to shape and present a positive case.

We chose our theme because organizations aiming to deploy fiber are increasingly on the line to set forth a positive business case in order to win over investors, lenders, strategic partners and public officials. The visions and promises of broadband advocates and vendors that formed the basis of investment in the past now need to withstand analysis. Using

“The FTTH Council North America is pleased to support and participate in the Spring Broadband Properties Summit. Broadband Properties has been a valuable ally in highlighting the benefits of Fiber to the Home – in particular with its focus on the Developer and Real Estate market segment. We look forward to partnering with the BBP team as it moves the spotlight for FTTH to the spring. Council member companies are encouraged to exhibit and sponsor at the Spring Summit. As the FTTH industry continues to grow, the Spring-October duet of conferences will assure thorough coverage of all the events and trends affecting fiber to the home.”

— Joe Savage, President, FTTH Council

Our theme in April will be, “Making the business case for fiber.” A new track on economic development will include the latest and best information on how FTTH can be a tool for economic growth. Our track on high-bandwidth applications will build on our successful Killer App Expo held this April as well as our recent September Summit. We will have sessions on applications as amenities, and how applications enable network operators to tap into multiple revenue streams.

The business case for fiber has never been better. With 1.5 million homes connected in the U.S., we are approaching the point of mass deployments. Hardware costs are falling and smarter engineering is making the decision to deploy easier. The fiber rollout has continued despite weakness in the real estate market — and, in fact, that downturn may prove to be a stimulus. At the Summit, you'll get the best information our editors and experts have assembled on how fiber is a proven marketing tool for selling homes. We will go

all we have learned to date, our sessions will put past assumptions through the fire. You'll see how experts and analysts grapple with the relevant elements such as homes passed, take rates, housing densities, and first installed costs. You will sharpen your skills at projecting a return on investment while encompassing such questions as how IPTV and HDTV will affect bandwidth demand and revenues in the years to come. In addition to the conventional factors, we will also be creating scenarios with inputs such as transportation and quality of life.

The Summit is also a place for meeting fellow attendees who can help provide both introductions and assessments of vendors and contractors. Our intimate and interactive atmosphere is the best place for getting personalized feedback on how to strengthen and polish your own business case.

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