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**Broadband Properties** (ISSN 0745-8711) (USPS 679-050) (Publication Mail Agreement #1271091) is published monthly at a rate of \$24 per year by Broadband Properties LLC, 1909 Avenue G, Rosenberg, TX 77471. Periodical postage paid at Rosenberg, TX, and additional mailing offices.

**POSTMASTER:** Please send address changes to **Broadband Properties**, PO Box 841, Plainview, NY 11803-9581. Copyright ©2005 Broadband Properties LLC. All rights reserved.



# Why The Summit Will Be A Landmark Conference

## Mark your plans now to be part of the action in Dallas in April.

**W**hen you check out our 10-page section on the Summit beginning on page 15, you'll see its cutting-edge relevance – from economic development, to new applications, to FCC regulations. Below are some themes that will make this April 28-30 event in Dallas one you will not want to miss.

**MDUs Take Center Stage:** A clear picture is emerging: Some 25 million multi-dwelling residential units exist in the United States, with few of them wired for fiber. But now, multifamily housing has become a big new target for fiber connectivity. With more than 2 million homes sporting direct fiber connections, MDUs have moved squarely into the sights of the service providers. Worldwide, more than 10 million multifamily housing units per year could be passed by fiber by 2012. In the U.S., "This is the year that Verizon moves into high gear in deploying FiOS TV and FiOS Internet to apartment buildings, condos and similar multiple dwelling units," notes a Verizon executive on page 31. All this means even more excitement than usual surrounds our MDU program at the Summit. Several factors are causing the groundswell of interest in MDUs. Of central importance is the fact new bend-resistant fiber is meeting expectations and making possible more rapid installations. In Dallas, you'll hear the first field reports from those who've been doing the wiring; and, you'll learn about the implications of the technology from every perspective. The economic impact could be staggering, as deployments in MDUs tend to pay back their investments more quickly than single family homes. Multifamily housing has always represented a major component of the Summit. For the past four years, we've carried the banner for FTTH while the MDU market lagged in its commitment to fiber. Now, the Summit's two primary subject areas are aligning – like a beautiful photograph coming into focus.

**Public Broadband Is Hot:** Whether as individual towns, or as consortiums of a dozen or two dozen municipalities (see "Fiber Deployment Roundup," page 28), communities are evincing a growing awareness of the need to stay abreast of technology. But, as the author of our cover story on municipal networks notes in his piece beginning on page 35, "Before trusting an engineering firm, vendor or consultant, be sure to talk to those who have built municipal networks before." Right. And the place to speak with those experienced leaders is the Summit. We will have on hand the folks who have done it and succeeded. See our partial lineup of speakers on page 20 – 21.

The Summit is the perfect environment for both hearing the top speakers in a field and interacting with them in pursuit of the in-depth information you need. As our cover story notes, "Avoid cookie cutter solutions ... Building a municipal broadband system is a difficult task, but cities wishing to remain competitive regionally, and certainly globally, have few alternatives." Read the article. Then come meet the experts.

**We're On The Cusp:** We agree with those who say we are at the starting point of a new era where phone, cable and broadband companies will have their identities transformed into that of "experience providers," as noted in the far-sighted article on page 27, "Why We Need More Fiber." As the article notes, only the major providers have big enough pipes to handle the killer app of video that is uniting the two realms of television and Internet and ushering in the age of interactive multimedia and visual networking. The companies engineering the changes and building the bigger pipes – AT&T, Comcast, and Verizon, among others – have a story to tell. And you'll hear it at the Summit.

Make your plans now. It is indeed time to move into high gear.

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