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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.



## Don't Miss Workshop On New Applications

Nashville, Thursday Morning September 25,  
At the Annual FTTH Council Conference

**H**ow can property owners, real estate developers, and service providers stay competitive in a down economy? By using ultra-broadband to make existing properties compelling!

A **unique BBP Applications Workshop** at the annual FTTH Council conference in Nashville will detail the latest answers. Be there Thursday Sept. 25, from 8 AM to 1 PM.

This could be one of the most practical and stimulating sessions you've ever attended. It will help you successfully create strategies that will make any property more attractive to residents by incorporating the latest intelligent technologies.

We also will present our awards there for Top Applications of the year.

Heading the workshop is **Dr. Herb Hauser**, president of Midtown Technologies. Hauser heads a company that's thriving through the housing downturn. You'll also hear **John Pierce** of InGrid Digital Home Protection and **Ed Zyszkowski**, Steeplechase Networks. They're all working with leading developers, helping them fashion their own apps.

This special workshop will help owners and developers:

- Boost property values
- Differentiate properties to boost sales
- Maximize return on investment
- Use energy more efficiently
- Target special demographics' needs
- Leverage a property's broadband networks for their own use
- Place the whole Nashville meeting into cash-earning context, familiarizing property owners and service providers with developing trends and the latest "technomenities"

The unifying focus is on information systems – and how they are becoming the fourth utility, after water, electricity, and HVAC. "Broadband is like blood," says Hauser. As the basis of the information system, it is "more important than electricity." *Hauser adds, "If I can put 15 ap-*

*plications on one infrastructure, each one costs less. That's the point."*

Hauser's projects and clients include the Plaza Hotel in New York City as well as affordable, large-scale projects – \$1.2 billion military housing involving 2,400 homes at Fort Ord. Hauser, Pierce and Zyszkowski help owners and telecommunications companies build technology into properties.

### TWO RECESSION-PROOF MARKETS

Hauser is leading the way to harness technology to serve people as they age. His term for an environment "that interacts with you as you grow older" and "compensates to make it easier for you to live" is **Forward Living**.

What about youth? InGrid, founded in 2004, is thought of mainly as a "security" provider. But it's more. Users can operate its system with separate two-way keychain remotes, put their own sensors on any window, door, or cabinet and receive automated messages about any activity via email, cell phone, or PDA. InGrid-equipped buildings can be linked. One use: Enabling parents and students to monitor each other's systems. Shentel is using InGrid in student housing.

Steeplechase has affiliates across the country, from a community-based WISP in the Massachusetts Berkshires to wireless broadband and security infrastructure for gated communities in Florida and Southern California. It includes best-in-class providers in every area.

Value-added services are critical. From the essential, like remote back-up and restore, to gaming and video, Steeplechase is tracking and working with the market leaders. For example, Steeplechase has made an economical, high-quality VoIP line an integrated feature of every subscriber's Steeplechase experience.

**See the workshop program and registration details on page 53.**