#WickedFiber

@WickedBroadband

Overview

- The Internet – increasingly important
- Internet access – an economic driver
- Lawrence is falling behind
- Our solution – Wicked Fiber
  - Service overview
  - Infrastructure installation
  - Service plans
    - Internet
    - Television
- Neighborhood pre-registration contest

Internet Access is Important

- Internet access has become an important part of daily life
- Technologies like Facebook, Twitter, Streaming Video and Mobile Access have changed our lives
- No one predicted broadband would be so important
- Without Internet service supply chains stop, schools shut down, banking ceases, the world goes dark

Economic Driver

- New companies require high speed Internet access to grow and thrive
- The technologies of tomorrow will all have important Internet components
- Almost 100% of job searches are now done online
- Google's Gigabit network played an important role in KCK's recent bond rating upgrade

Lawrence Falling Behind

- Lawrence is now 19th in Kansas for Internet speeds
  - Communities like Gardner, McPherson, Great Bend, Winfield and Manhattan (home to K-State) all have faster, more reliable service

19 Lawrence
15.15 Mbps

- Google Fiber is building gigabit networks in KCK and right next door in Olathe
- Why would a growing Internet company pick Lawrence over Olathe?

Our Solution: Wicked Fiber

- Build the network ourselves
- Provide 1,000 megabits per second
  – Over 100 times faster than the average American broadband connection
- Symmetric data rates
  – Same speed up and down
- Deploy community wireless access
- Provide disruptive pricing

Service Overview

- Service is provided on fiber-optic cable
- Residential, multi-family and business service available
- Members access the service through a simple Ethernet wall port
  - No special equipment required
- Community wireless and emergency communications deployed simultaneously

Installation

1. Install underground conduit
   - Horizontal drilling eliminates trenches
2. Install hand holes
   - Hand holes house splice cases
3. Pull fiber onto each property

Horizonal Drilling Eliminates Trenches

Hand Hole

Installation

4. Terminate and protect the fiber

- Galvanized NEMA-3R enclosure keeps equipment safe

5. Install Optical Networking Terminal (ONT)

- ONT provides expansion capacity for other carriers

Wicked Fiber Enclosure

Terminated Fibers

Installation

6. Install electronics package
   - Fiber transceiver
   - Power over Ethernet (POE) / Solar charge controller
   - Five port managed switch
   - Five amp-hour battery backup
7. Install managed wireless access point
   - Provides communications in power outages
   - Allows members to roam
   - Provides community access

Electronics Installed

Managed Wireless Access

Installation

8. Install wall port
   - Plug in with any Ethernet enabled device

9. Connect your devices
   - Use a router with WiFi to connect your equipment
   - Powerline networking extends network to set-top boxes, and game consoles

10. Activate equipment monitoring
    - Our staff monitors equipment condition
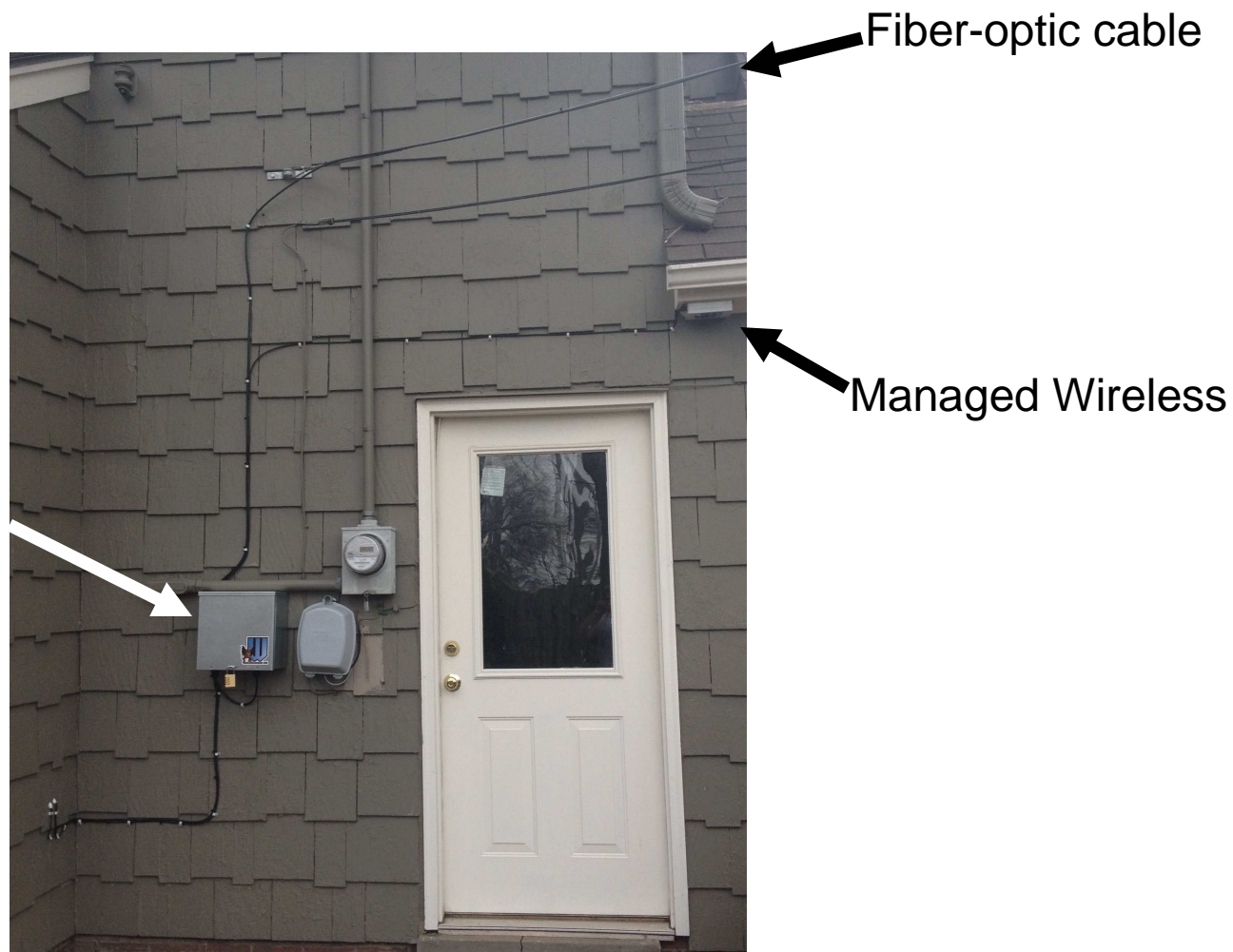   - Automatically responds to outages

100 Mbps Wall Plate

Netgear N750 Router

Installation Complete

Fiber-optic cable

Managed Wireless

ONT & Electronics

Wall Plate

100 Mbps Wall Plate

Service Plans

- Residential Fiber
  - **Flying Monkey** - $99.98 / Month
    - 1 Gigabit Per Second
  - **Tinman** - $69.98 / Month
    - 100 Mbps
  - **Scarecrow** - $49.98 / Month
    - 20 Mbps
- Business Fiber
  - $59.98 / Committed Mbps / Month
    - Free – 9 Mbps best effort service with each committed Mbps
    - Up to 1,000 Mbps

Service Plans

- Bulk / University / Greek
  - **Flying Monkey** - $24.00 / Month
  - **Tinman** - $12.00 / Month
- Residential Construction Fees

  ~~$300~~ – **Free** with 2 year commitment

  ~~$300~~ - $149 with 1 year commitment

  ~~$300~~ - $199 with 10 month commitment
    - August – May

  $300 – no commitment

Streaming Television

- Television is changing
  - Subscription packages are expensive
  - Customers want choices
  - Technology is creating new possibilities
- Roku Set Top Box
  - Streams Netflix, Hulu, Amazon Prime, Aereo
    - Watch what you want to watch
    - When you want to watch it
    - Commercial free

Subscription Television

Pre-registration Contest

- ## Pre-registration starts <u>now</u>
  - Registration is open for Businesses, Residents & Students
  - Pre-registration costs $10.00
  - Funds are credited toward first month's bill
  - Residents & Businesses who are Wicked Broadband members on June 15, 2013 and have accounts in good standing when Wicked Fiber is installed will be upgraded to fiber at no cost

Pre-registration Contest

- Neighborhood with the most pre-registration points* will get Wicked Fiber first
  - Existing members get 16 if they host a <u>free</u> yard sign
  - Members pre-registering get 10 points
    - New members get 6 extra points by purchasing a yard sign
- Pre-registration ends June 15, 2013 at 11:59 PM
- Only neighborhoods that meet their pre-registration goal will receive Wicked Fiber

*Points will be adjusted to reflect number of households in neighborhood. Actual decision will be based on total number of points divided by total number of households in the neighborhood.

Review

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