

MDU Broadband: it's your turn to be in control.



WHY IT MATTERS TO YOU.

Congratulations. Your development is open for business and you are looking for tenants. Or you are part of a building association and you are responsible for delivering services and safety to your occupants. Or you are a property manager and you need to keep tenants and guests happy. If this is you, you are concerned with three things: **How can you make your property more attractive to prospective buyers and renters? How can you increase service, safety and amenity levels without increasing costs? How can you deliver cutting edge cost effective service to your members, residents and guests?** For less than the cost of the average monthly mortgage payment, you can accomplish all three objectives, and save yourself some money at the same time. How can you do it? By installing **Broadband** in your premise, offering on-demand services to your tenants, and connecting your building systems to an Ethernet network.

What is it? Broadband-on-demand is a high speed Ethernet network in your building that delivers network connectivity, Internet access, voice telephony and other services. It is Ethernet connections you can use to install video cameras in common areas and data monitors on critical building systems. It is an always-on high speed **Internet service** you can provide to your residents and tenants on a fee or free basis. It is a **VoIP Telephony Service** your tenants can subscribe to. It can also be an **IP Television feed**. With the network installed, the services which can be delivered over it are limited only by your imagination.

At the simplest level, it all starts with the Internet. And people love the Internet. According to researchers at Nielsen/NetRatings, 68% of people in the United States use the Internet – that's almost 200 million people, and people from all age groups. A December 2005 study published by the Pew Internet and American Life Project indicates people between the ages of 12 to 70 use the internet daily for everyday communications.

WHY OURS IS UNIQUE.

Our approach to delivering whole-building communications is to start with a rock-solid network which combines state-of-the-art but cost-effective network transmission systems with cutting edge on-demand web based provisioning services. In this way all of the available services are available to all of the building units, 100% of the time. This means service can be turned up for new tenants in an instant, or, network problems can be identified and isolated in an instant before they have a chance to proliferate.

WHY OURS IS BETTER.

Ease of Purchase

Through the installation of service access controllers, prospective users can purchase service through a self-service portal which is always-on and freely accessible. This means that if they are looking for standard service configurations, they can access the purchased services immediately after signing up. If they are looking for special configurations, such as static addressing, our technical provisioning team can make a few software changes once they are notified and the special configuration can be established the same day.

Internet access

Broadband Internet is an always-on, always-ready, high speed service. Unlike dial-up. And with an Ethernet network in place, whether it is wired or wireless, the customer can purchase access at data rates which far exceed those offered by DSL or Cable providers. Network security is also a consideration, and today's network devices allow for automatic fire walling, preventing unwanted peer-to-peer connectivity. Mobility of

usage is also a key component of today's MDU deployments. With companion access being offered in common areas, residents and their guests can easily connect to the network anywhere on the property, with residents using the same network credentials as in their units, and guests accessing with temporary credentials. Even more, with the ever increasing ubiquity of Wi-Fi in public places, tenants today can take advantage of our carrier roaming agreements and receive free access to selected networks outside of their home location.

VoIP Services

Today's broadband networks are not just for Internet access anymore. Applications such as voice service are now widely deployed and VoIP service is a part of our offering. With VoIP, users can make calls through their computers, PDAs, or with standard analog telephone systems. With VoIP, users have all of the expected features such as voice mail, call waiting and call forwarding, and some unexpected features like multi-party conference calling. Moreover, with VoIP a local number does not have to mean it is tied to a local place. A west coast resident, vacationing or living temporarily on the east coast, can have a west coast number so that friends and family can remain in easy communications without incurring long distance charges. What is really appealing for properties which cater to vacationers is that local numbers can be changed frequently. Finally, today's VoIP offers all those standard telephone company services we have all come to

“Not only does this market offer a vast subscriber opportunity, technologies applied to the MDU allow for unique services to be offered to this environment, such as tiered service levels and bundled (voice, video, and data) services.”

Amy Cravens, a Senior Analyst with In-Stat/MDR

rely on such as E911, directory assistance, directory listing, and number portability.

Enhanced Services

Broadband-ready properties offer something else that standard DSL or cable providers cannot, and that is the network. The existence of a building wide Ethernet network provides a vital multi-purpose infrastructure which can serve both everyday users as well as the occasional power user. For those who wish to set up web services business, need greater amounts of bandwidth, or require VPN security the building network can meet these demands.

WHAT DOES THIS MEAN TO YOU?

Benefits to Building Associations, Owners and Managers
Benefits to residents notwithstanding, having an Ethernet network in an MDU property offers both tangible and intangible benefits.

Improved Marketability

Being able to offer quality high speed services is a selling feature. The hotel industry knows this. Just look at the number of properties offering HSIA services, and listen to the number of people who make destination choices based on the availability of Internet access.

Below Market Pricing

Bulk deals mean good pricing. If a building association or an owner developer can offer a provider an opportunity to provide services on a bulk basis, the services can oftentimes be offered at rates which are more competitive than those offered by other carriers, or can offer more bundled service than can other providers.

Common area benefits

Increased security through IP video. Wherever there is IP there can be video. Full motion, full color video available remotely over the internet in real time.

Increased services through increased communications. With Ethernet and IP, building personnel can be in communication with each other at all times even from those locations poorly served by radio. Increased cost savings through increased controls. If it can be connected to a sensor it can be controlled remotely. The availability of an always available Ethernet network will allow property owners to connect their building systems to a centralized monitor. And with the property connected to IP, they can monitor and control their building systems from anywhere.

Benefits to Unit Owners

The benefits to residents of a broadband-ready building are simple: great service at great prices. New Owners moving into a broadband-ready property can take advantage of bundled voice and data services, and if they call in the morning, can have their service up and running that afternoon. For unit owners who rent to vacationers, already-on high speed internet and voice service makes the unit attractive to prospective renters, and flexible on-demand billing software means guests can sign up for the service they want when they need it, only for the period of time for which they need it.

SOUNDS GREAT. WHAT HAPPENS NEXT?

Great service starts with a great plan. While the back-end Internet service, VoIP Telephony, and on-demand network engines are all in place, each property has unique features and all projects have unique constraints. Let us work with you to determine what kind of network will best suite your property and your budget. Today, there is a lot more choice when delivering broadband. In addition to optical fiber, CAT5, 5e, and 6 copper systems, broadband infrastructure now operates wirelessly in unlicensed radio frequencies, or over existing "wired" systems like standard telephone cable or over the electrical distribution system. Spend some time planning your network with us, and we will be happy to deliver the right network for your property.

Basic Integrated Network

