



access : everything

Central Oregon Web Professionals UserGroup

December 6, 2006

Agenda

- ❖ BendBroadband Company Background
- ❖ WiFi
 - Maturity
 - Intelligence
 - Value
- ❖ High Speed Internet
 - Current and Future
- ❖ Everything IP
 - Convergence

Company Background

- Family owned and operated
- Leading cable operator
- 165 employees with living wage jobs/benefits
- \$70 million in private capital invested
- Community partner (Cities, Schools, Libraries, Medical Community)
- Supporting local charities and events (\$150,000 per year)

WiFi Version 2.0

- BendBroadband is upgrading our WiFi architecture over 2007
- Time for market, standards and technologies to develop
- Designed for maturity, intelligence and value

WiFi – Maturity

Leverage upon extensive plant footprint

- Miles of fiber and wireline
- Access to line power
- Mature infrastructure
- Plant construction and maintenance resources

WiFi - Intelligence

Leverage upon mature architecture for intelligence

- Ability to self heal (turn up power to fill dark spots)
- Ability to self tune (power, channels, etc)
- Ability for quick handoff between APs (already authenticated)
- Fully monitored for alarms and events
- Ability to create value ...

WiFi - Value

Leverage upon intelligence for value

- Web Portal banner real-estate
- Targeted advertising
- WiFi shared arrangements with other WiFi vendors (e.g. iPass, T Mobile, Bongo, etc.)
- Multiple types of accounts (ad-hoc, subscription, bulk, usage cards, etc.)
- Virtual Walled Gardens

WiFi – Stay Tuned

Version 2.0 coming!

High Speed Internet

Based upon DOCSIS (Data Over Cable Service Interface Specification):

- 2.0 – 20+ Mbs (current standard that cable is moving towards over the next few years)
- 3.0 – 100+ Mbs (just adopted as a standard, in the next decade)

Everything IP

- Reproduction of content between Basic, Digital and IP
- Multicast maturity
- All IP provides ubiquity for content



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Technology Leader and
Partner in the Community