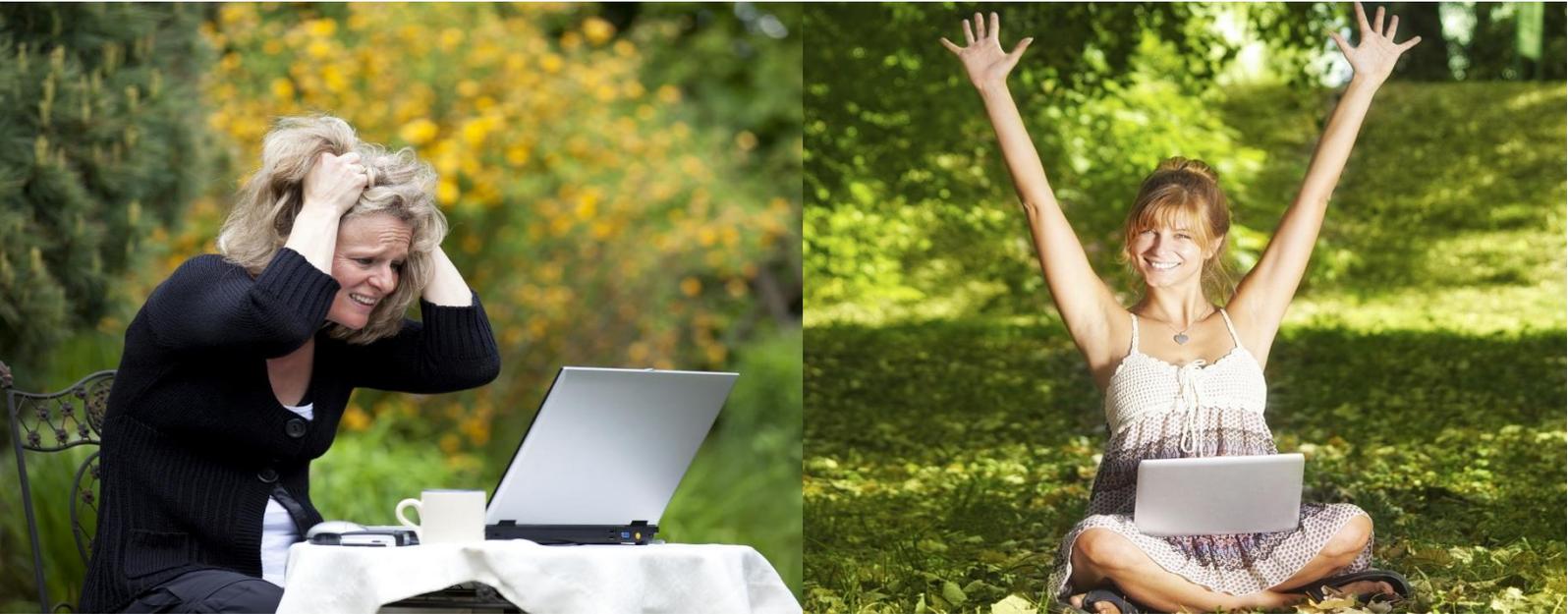


## Rural Broadband

**Wait and Hope OR Take Control**



Rural communities in England are at a disadvantage when it comes to broadband service and reliability. Most cities and large towns now have a choice of two superfast networks: one based on the telephone network and one on the cable television network. These have been made superfast through investments by the operators to bring fibre closer to each property: far closer than in rural areas. High quality, high speed Broadband is second only to electricity\* in determining your ability to work or live a connected life.

**Don't let your community get left behind:**

**Gigaclear delivers one of the fastest broadband services in the UK using a 100% fibre to the premises network that will transform the rural community living and working experience**

## Rural Broadband

Realising the importance of fast, high speed networks for our future as a country, the Government set up BDUK and agreed to invest through the county councils up to £1bn to deliver 'Superfast' (24Mbps) to 90% of the country. However, 'Superfast' will not reach everyone: the Government predicts that by 2018 around 10% of properties (mostly in rural areas) will still only get a basic 2Mbps service. In rural communities this money will be spent primarily on bringing a fibre upgrade to street cabinets to increase the broadband speeds over the existing copper lines. Whilst this upgrade has minimal disruption to communities (there is little change to the existing physical infrastructure), there are major drawbacks in continuing to invest in and use the copper based service. This is particularly the case in rural areas where the copper lines are longer, where:

1. The longer the line (the further you are from the exchange/cabinet), the slower the speed.
2. Anyone who subscribes to the faster service from the fibre to the cabinet (FTTC) upgrade is likely to have to pay more for this service than if they stayed on the current service.
3. Anyone who remains on their current (ADSL) service should not expect to see any performance improvement as ADSL is still served from the exchange.
4. If they are more than 800M from the new fibre fed upgraded street cabinet they may see little or no speed increase even on the new services.
5. Broadband technology used to deliver service to properties (ADSL or VDSL) delivers a service where uploads are considerably slower than downloads.
6. Copper has a limited lifespan as far as increased speeds are concerned. There is a limit to the speeds that can be achieved even with the latest technology and so rural communities stand little to no chance of achieving the speeds available in towns and cities.
7. The new all fibre services from the new street cabinets all have substantial additional installation costs

### Why choose Gigaclear?

Gigaclear is a privately funded communications provider. We build ultrafast, pure fibre, broadband access networks in rural communities where there is demand for better broadband. We install a new fibre connection to every property in a community giving access to a 1000Mbps broadband network. We do not touch the existing copper network, so residents can choose to stay with the existing network or upgrade to Gigaclear. Gigaclear applied for, and was awarded 'code powers' by Ofcom in March 2011, applying the Electronic Communications Code to Gigaclear.

### Experience:

Gigaclear has already successfully built three fibre to the premises networks and will complete three more by April 2013.

### Network Construction:

Gigaclear will make the investment in the community network, we fund the build of the fibre network to every property whether a subscriber or not.

Our contractors are usually the same companies used by other utilities and service providers. Our network construction complies with national regulations and local authority and highways standards. Our network is pure fibre and all our works are underground. Aside from our cabinet and the top of the connection point at each property, nothing is visible. Our network build is only complete once the service is operational and the ground has been fully reinstated.

### Costs & Savings:

Our customers pay a connection fee, a modest installation cost from the boundary of their property (£nil if DIY, as adopted by 30% of customers) and their

Monthly subscriptions. Many customers have reduced their monthly costs through not having to pay line rental, lowered call costs, and the use of more online & on demand entertainment. This is in addition to having the fastest broadband, see [www.gigaclear.com/save](http://www.gigaclear.com/save).

### Choice:

Gigaclear is committed to widening the range of services and subscriptions available and making its network open access by offering a wholesale product set to other service providers. In spring 2013 there will be ISPs who can sell their services using the Gigaclear fibre infrastructure giving customers more choice. Don't forget, the big choice will already be in place: communities with Gigaclear have a choice of network as well as service provider.

### Support:

Gigaclear offers a range of service and support options. Our service centre is based in Harwell, Oxfordshire, and we have the additional support of our local contractors across the country should onsite assistance be required. We are solving over 90% of customer problems within 48 hours of being logged

### You're in good hands!

Gigaclear provides one of the fastest broadband services in the world, which is important to communities because it helps future proof them and make them more appealing to live and work in. No one can predict what the requirements will be in 5 years let alone 50, so our network can provide much, much faster access if and when required. This means our investment in a rural community also ensures that community can adapt and evolve to the ever changing needs of its residents.

## Make the right choice - Gigaclear is for:

- ✓ Communities who want a better choice
- ✓ Communities who don't want to wait and hope for something better
- ✓ Communities who want to take control of their communications future
- ✓ Communities who want competitive communications services including ultrafast broadband

\*[www.broadbandchoices.co.uk/news/2012/fast-broadband-a-priority-for-homebuyers-280912](http://www.broadbandchoices.co.uk/news/2012/fast-broadband-a-priority-for-homebuyers-280912)