

# Fiber-to-the-Home

The ultimate communication technology

What Is This Technology Called “Fiber” And How Can It Enhance My Life?

## What is ITS Fiber?

ITS Telecom will soon begin the process of replacing its copper network with a state-of-the-art **fiber optic network** that will carry communication services using light waves instead of electricity. Our new network with its amazing capabilities is called **ITS Fiber**. In the communications industry, such networks are known as **Fiber-to-the-Home or FTTH**. FTTH is the most advanced communication system available in the world today, and will be the technology relied upon worldwide to deliver communications in the future.

Although our current copper network has allowed us to offer superior quality communication services, copper networks (like ours or those offered by cable companies) will soon be unable to provide the bandwidth necessary to offer new, exciting technologies like 100 mbps internet service, HD streaming video, advanced voice services, and many others.

While many communications providers brag about utilizing “fiber” in their networks, unless they provide it **all the way to the home**, they cannot measure up. That is why ITS Telecom is going **all the way to your home** with ITS Fiber, and why we will be able to offer the **fastest**, most **reliable**, most **capable**, highest **quality** communication products available in Indiantown or just about anywhere.

During 2010, ITS plans to construct ITS Fiber in Booker Park, Cobblestone, the Indiantown residential and business districts, Indianwood, Little Ranch, and Stuart West. The remaining areas are scheduled for 2011.



## What are the benefits of Fiber-to-the-Home?

### Replaces copper infrastructure with new technology

- Higher stability and less interruptions
- Less susceptible to corrosion or power surges from lightning and other sources, resulting in greater reliability
- Allows for future evolution of technology

### Provides virtually unlimited bandwidth capacity

- Fiber supports large amounts of data and can keep up with consumer and technology demands
- Access to more advanced communication products and data like streaming video, internet TV, quality video conferencing, “smart home” technology, IP video home monitoring, gaming, Tele-med services and many more

### Adds value to your home and the community

- Indiantown will become a technology leader on a national basis
- Increase of home value by as much as \$5,000 according to the Fiber-to-the-Home Council and other sources\*
- Potential for increased economic development due to the advanced technology available in the area
- Rural customers can compete on a global scale in their work or business

\*RVA, LLC home owner and developer survey and research commissioned by the FTTH Council, 2009.

## Why Fiber is better than Cable...

### Cable can't compare!

Don't mistake the claims of some companies who say they have an “enhanced fiber optic network”. What they have is a *hybrid connection* mixing a single fiber line with the aging technology of coaxial cable. What's the difference? Fiber-to-the-Home is a **100% fiber optic connection made directly to your home or business** with the ability to carry large quantities of data an enormous distance—much faster.

### Fiber technology delivers clear advantages over standard coaxial cable:

- Fiber is unquestionably the fastest, most versatile high-speed internet connection
- Virtually unlimited bandwidth—the sky's the limit
- Get the speed you pay for all the time!  
No internet slowdowns during peak hours
- Crystal clear voice communication with less interference and reliable 911 service
- Better video experience—see higher quality streaming video on your computer
- No modem required\*
- ITS superior customer service—most service calls handled the same day and we supply 24/7 tech support by phone

\*Refers to wired connection. Wireless service or multiple devices connected to the internet require a router.

**Have more questions about ITS FTTH?  
Call the Fiber-to-the-Home Hotline 597-FIBER!**



# General Fiber FAQ's

## What is fiber optic cable?

Fiber optic cable is a bundle of fiber optic threads made of pure glass each about the diameter of a human hair. Fiber optic cable uses light instead of electricity to carry a digital data signal. Therefore it is able to transmit information at virtually unlimited speed and capacity (higher bandwidth).

## Why is fiber preferred to copper or coaxial cable?

Optical fiber is unique because it can carry a high-bandwidth signal enormous distances. The longer the distance the signal travels on copper or coaxial cable, the lower the bandwidth. Fiber networks can also be upgraded by changing the electronics or using different lasers that increase the bandwidth without changing the fiber itself. That's why fiber networks are said to be "future proof."

## How much will installing fiber to my home cost?

Standard costs for a fiber-to-the-home installation are typically \$400 or more. However, during the construction phase of the ITS Fiber project, we are waiving costs for **standard installation** and activation to our **current customers and to new customers who pre-register for ITS Fiber services before construction is completed in their community.**

## What other equipment may I need if I have internet or if I plan to order it?

Your computer needs to be equipped with a Network Interface Card (NIC) that has an ethernet port in order to connect to ITS Fiber. Most computers purchased in the last five years will have this installed. A NIC card can be purchased from ITS or other retail stores for about \$30. We also recommend a router to serve as protection or to connect multiple computers to the internet.

## Will fiber increase my telephone rate?

No. ITS Fiber will not increase telephone rates unless a customer **chooses** an upgraded service. Over the long term, the lower maintenance costs and increased capacity afforded by fiber should provide ITS customers with rate stability. Customers who take advantage of our introductory offers on new ITS Fiber Bundles or products, may discover an opportunity to reduce their monthly communication costs. We will also be able to offer more service options for very little, if no additional cost.

## Will fiber change the way my present communication services work?

No. However, ITS customers will likely notice an improvement in the quality, reliability, and stability of their present services. If you're a high-speed internet customer, you will not need a modem or router unless you choose to have a wireless connection or have multiple computers connected to the internet.

## Will getting fiber to my home disturb my yard/property?

Though we will be required to dig a trench across your yard to provide you with an ITS Fiber connection, our goal is to treat your property as if it were our own. We will select contractors who have that same respect and who will be responsible to promptly restore your property to a condition as close to original as possible.

## What if I don't currently subscribe to any ITS Telecom services?

Special introductory pricing on bundled and individual services will be available to new customers. New customers will also be eligible to get a **FREE ITS Fiber installation and activation** (a \$400 savings) if they purchase **at least one ITS service** prior to the completion of ITS Fiber construction in their neighborhood.

## Does every home in my neighborhood need the fiber upgrade?

Yes, this is a necessary and required upgrade. Even if you only have basic phone service and do not have a computer, your home still needs to be converted to our fiber optic network.

ITS Telecommunication's  
Fiber-to-the-Home network has  
been certified by the FTTH Council.



**ITS Telecom**  
Always here. Always clear.

For questions about FTTH or any ITS services call  
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**ITS Fiber**  
Ride the superhighway of the future.