

Broadband USA Applications Database

Applicant Name: iPCS, Inc.

Project Title: Rural Wireless 3G Broadband Expansion

Project Type: Last Mile Non-Remote

Executive Summary

Intro) iPCS, Inc., has been providing wireless telecommunications services since it was founded in March of 2000. iPCS proposes to assist RUS and NTIA with the stimulus Act's goal of providing broadband services to rural areas of the United State so that consumers there may enjoy the same lifestyle and amenities that their counterparts have in urban areas. iPCS, Inc. is the Sprint PCS Affiliate of Sprint Nextel with the exclusive right to sell wireless mobility communications network products and services under the Sprint brand in 81 markets. As of June 30, 2009, iPCS' licensed territory had a total population of approximately 15.1 million residents, of which its wireless network covered approximately 12.6 million residents, and of which approximately 710,200 residents are subscribers. a.) This proposal seeks ARRA funding to provide wireless broadband services to thirteen underserved areas. iPCS will do this by executing a relatively simple and inexpensive upgrade to its current wireless network facilities, namely, by installing Data Only Module ("DOM") cards on existing cell sites. This proposal is "shovel ready," can be completed quickly (less than 9 months), and does not involve expensive and disruptive constructive initiatives like those associated with cable and DSL installations. Once installed, the DOM's will provide wireless broadband services to consumers in rural areas like those that are now used by consumers in urban areas. This enhanced service will greatly benefit these communities in terms of their access to commercial, educational, healthcare, and municipal services, and also to the providers of those services. The proposed funded service areas are located in the states of Indiana, Iowa, Michigan, Nebraska, Ohio, Pennsylvania, Tennessee, and Virginia. The table below provides a high level view of the proposal's size and scope:

Project Area Name	State	Sq Miles	Pop	HH	Bus.	Strat.	Inst.
16-Lagrange Area	IN	582	44,990	20,284	1,521	61	20
20-Georgetown Area South	IN	261	11,775	3,951	564	16	25
25-Rio Grande/Gallipolis Area	OH	72	7,974	3,331	325	27	29
29-Jonesborough Area West/North/South	TN	193	18,872	8,148	560	22	34
34-Mountain City Area Southwest	TN	159	13,107	5,655	585	51	36
36-Gate City Area East	VA	107	7,639	3,576	87	5	40
40-Conneaut Lake Park Area North & South	PA	317	23,618	10,358	619	40	65
65-Sun Valley Area South	PA	25	10,504	4,096	311	23	6
6-Reed City/Evert Area	MI	130	6,277	3,350	253	22	77
77-Aurora Area East	NE	818	7,856	3,078	645	21	78
78-Stanton Area South East	NE	1,362	19,478	8,461	1,007	42	79
79-Missouri Valley Area North	IA	261	2,147	1,043	213	8	8
8-Hamlet Area	IN	668	35,080	14,187	958	31	4,955

209,317 89,518 7,648 369 In total, iPCS expects to provide broadband coverage to an additional 89,518 households and 7,648 businesses. iPCS has also identified approximately 369 strategic institutions such as police and fire facilities, post offices and court houses. In connection with this broadband deployment, employees of these service providers will have access to the many benefits of mobile broadband that will improve the delivery of services to the communities they support. b.) Adding high speed wireless broadband services to the proposed funded service areas will expand the technology applications available to consumers

who live in the covered communities. For example, people will be able to enter a hospital and acquire images of a recovering family member or new born baby and send them to family and friends across the nation and around the world. Police, fire, and other public safety and first responders to emergencies and disasters will be able to transmit pictures, video, and other vital information to their colleagues not on the scene. Similarly, hospitals will be better prepared to receive and care for victims of such events. Residents of nursing homes and assisted care facilities can use a live web cam feed to see and speak with their loved ones who are unable to be with them on a regular basis. Children can use this service as a tool to enhance their productivity and school work options; they can download an entire textbook or novel without offering up “my dog ate it” excuses. Businesses can more easily comply with various routine government regulations such as tax filings and license and permit renewals. c.) iPCS will commit to the Nondiscrimination and Interconnection obligations required of all BIP and BTOP applicants within the proposed funded service areas. We will preserve the open and interconnected nature of the public internet by allowing subscribers to access the Internet content of their choice, run applications and use services of their choice, connect their choice of legal devices, and not discourage or interfere with competition from network, application, service, and content providers. d.) The broadband system that iPCS will be deploying is a “third generation” or “3G” wireless technology called CDMA2000 EV DO Rev A. These 3G networks support a wide range of innovative mobile broadband information, communication and entertainment applications and have been deployed by over 257 operators worldwide and serve over 438 million subscribers. (Source: CDMA Development Group, 2008) The EVDO Rev A upgrade enables consumers to experience typical upload speeds of approximately 350 to 500 kilobits per second with a maximum possible upload speed of 1.8 megabits per second and typical download speeds of approximately 600 to 1,400 kilobits per second to a maximum possible speed of 3.1 megabits per second. (Actual network speeds can vary as a result of multiple factors including, e.g., atmospheric and topographic conditions and network capacity.) e.) Our network currently consists of 1,875 base stations, or sites, and five switching centers. We are currently offering wireless broadband service in our more densely populated markets and now, with the stimulus funds provided by the ARRA, are prepared to expand broadband coverage into these underserved areas. Our leadership team has extensive experience designing, building, and operating wireless networks. Our customer care and billing is provided by Sprint Nextel pursuant to our affiliation agreement with them. They will readily support the additional customers that we expect to subscribe once service is available in these areas. Our network operations team has the experience to maintain and upgrade the wireless network to ensure consistent, first class service to our customers. f.) iPCS has calculated the infrastructure cost of this system to be \$7,017,356. Most of the costs will fund the installation of network equipment upgrades. The remainder will be devoted to “customer premise equipment” (primarily subsidies to consumers for the purchase of PC network cards), and engineering costs. A cost breakdown of the 13 proposed funded service areas is included in requirement 44 of the application. g.) iPCS expects the overall subscriber projections for the proposed funded service areas to be around 53,009. Specifically, we are expecting initial voice and smart phone incremental subscribership of 46,153 residential consumers, 1,987 business customers and 628 community anchor institutions, for a total of 48,768 new subscribers. And we are expecting PC data card subscribership of approximately 4,013 residential consumers, 173 business customers, and 55 community anchor institutions, for a total of 4,241 new subscribers. h.) iPCS expects these projects to create several new sales jobs. And because iPCS is adding

to its existing network in a cost effective manner, we will deploy our existing staff to provide the support this expanded territory will require. Moreover, iPCS believes that, if this proposal is funded, there will be new economic opportunities available to the communities located within the proposed funded service areas. The introduction of wireless broadband services to urban areas has created employment opportunities for engineers, customer support, network technicians, and other related positions needed to support this technology. We expect this will continue to be the case in rural areas as it has been for urban areas.