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 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-Georgetown Area South IN 261 11,775 3,951 564 16 25-Rio Grande/Gallipolis Area OH 72 7,974 3,331 325 29-Jonesborough Area West/North/South TN 193 18,872 8,148 560 22 34-Mountain City Area Southwest TN 159 13,107 5,655 585 51 36-Gate City Area East VA 107 7,639 3,576 87 5 40-Conneaut Lake Park Area North & South; PA 317 23,618 10,358 619 40 65-Sun Valley Area South PA 25 10,504 4,096 311 23 6-Reed City/Evert Area MI 130 6,277 3,350 227 22 77-Aurora Area East NE 818 7,856 3,078 645 21 78-Stanton Area South East NE 1,362 19,478 8,461 1,007 42 79-Missouri Valley Area North IA 261 2,147 1,043 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 subscriptions 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 subscriptions 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.