BlueBird Media is applying for federal funding, with collaborative input and support from the State and MoBroadbandNow, to construct an ultra-high capacity middle mile network throughout underserved and disadvantaged areas in the State of Missouri. BlueBird will provide next generation bandwidth at economically competitive prices, and offer service to community anchor institutions, promoting public-private partnerships. BlueBird Media will develop a middle mile broadband network to service underserved areas of Northern Missouri. BlueBird will use a reliable and cost effective hybrid IT Ethernet broadband solution together with a proven fiber/microwave network. The network will have a minimum of 1GigE access expandable to 1 Terabit level which will help develop all last mile networks to support data, voice, and video communication, enabling a broad range of fixed and mobile application for public and private systems. This proposal is one of many multiple BTOP submittals, which connected together produces a statewide area network. The Missouri Statewide area network (MoBroadbandNow) has multiple advantageous in cost, access, expandability, stability, uniformity, and sustainability to serve the citizens of rural Missouri for the 21st century. Coverage: The geographical area that will be affected is Northern Missouri with over 46 Counties with over 6,250 total square miles covered. Total population for the proposed areas is 2.3 million residents equating to approximately 840,000 households with additional 57,000 businesses. Community Anchor Institutions: The collective geographical area represented in this proposal has well over 576 critical community institutions ranging from fire, police, libraries, schools, courthouses, water utilities and waste water treatment faculties. BlueBird Media plans to offer at least 25% lower than advertised rate packages to all critical community facilities within the proposed funded service area. Proposed Services: BlueBird plans on developing a compressive network that is comprised mainly of Ethernet Broadband Technology. At first, the service will provide bandwidth at a low cost to last mile providers and institutions. Later, after the network build-out, additional services including video and Voice Over IP will be added to the network. Typical key institutions will have a minimum service of at least 30 Meg, 100 Meg, 500 Meg and 1 GigE access within the coverage area. Interconnect Obligations: BlueBird will be building a robust infrastructure network that will be able to service multiple providers. Presently, BlueBird has interconnect agreements with Sho-Me, BoyCom, UECI, Co-MO, Socket Telecom, and Ralls County Cooperative. This additional capacity will allow easy expansion for any new entrant in the service area. Also, BlueBird Media will proudly display the network's nondiscrimination and interconnection policies in a prominent location. Broadband System: BlueBird's innovative hybrid broadband access network solutions are the ideal technology for delivering high-demand technologies such as broadband Internet access, video services, security surveillance, VOIP and GPON. BlueBird's broadband technology combines field proven toughness with exceptional
performance, security, ease-of-use and cost effectiveness. It significantly reduces the time to design and deploy new commercial and enterprise broadband networks. It also seamlessly integrates with existing network systems and management tools extending and augmenting existing service simpler and less cost-intensive. BlueBird's broadband access networks offer one of the lowest total costs of ownership in the industry and can deliver a proven business case. Qualification Experience: BlueBird has a collection of highly experienced personnel in networks infrastructure. Some of its core individuals have specialized in network development, both nationally and internationally, for such prestigious companies as Verizon, T-Mobile, Digicel, Claro, US Cellular, ClearWire, MediaFlo and thousands of governmental installations. Also, it has picked an integrator, GlenMartin, which incorporates everything under one roof, including project management, manufacturing, construction, and IT network administration. GlenMartin has also partnered with Motorola, ALU which has over 80 years of radio and fiber knowledge, experience and leadership and dedication to creating and maintaining robust networks. Cost: Overall infrastructure cost for this project will be approximately $65,527,000 Number of Expected Subscribers: Within the first 12 months of installation BlueBird Media plans to get at least 40% of the network operational. During this time period, we hope to get 5% of market penetration which is equivalent to about 500 to 800 subscribers. After the promotion of BlueBird Media, LLC, an extensive marketing campaign will promote middle mile access in order to substantially increase subscribers within the market at very affordable prices. Jobs: BlueBird Media looks to construct over 56 POPs in this area which will effectively create at least 24 months of work for over 746 jobs created from construction, manufacturing, and service job. After implementation of this network, there will be approximately 40 sustainable jobs for the lifetime of this network.