Broadband USA Applications Database

Applicant Name: C & W COMMUNICATIONS INC

Project Title: Southwest Arkansas Rural Infrastructure for Wireless Enhancement

Project Type: Sustainable Broadband Adoption

_______________________ Executive Summary _______________________

A. We have the ability to implement and operate a broadband infrastructure as well as sustain broadband services as seen in our previous investments. It is our intent to utilize available funds to further an ongoing wireless project to include the greater part of Southwest Arkansas. B. We are seeing wide success in the Garland County area and have made significant steps in increasing services in to other desired underserved areas of rural Arkansas. In order to provide the most advantageous use of the internet and the already established interconnectivity of widely sought data we will construct our facilities in a manner as to interconnect directly with the public internet and comply with existing interconnection obligations applicable to networks that transmit voice as well and internet traffic. C. The provision of wireless internet connectivity to customers represented by a large diverse group of entities ranging from institutional, and government organizations to independent users including small businesses and residential households is greatly needed, in this rural area of the state. Our area will impact includes approximately 189,000 residents, 100 plus public safety points, four institutions of higher learning and many critical community organizations including twelve hospitals. Our projected costs are just under a million dollars. Persuasive research indicates that connecting our nation to broadband will bring remarkable economic, social, cultural, personal, and other benefits to our citizens. Currently all related computer based equipment sold supports wireless development and the furtherance thereof. No new purchases or equipment upgrades will be needed by the end user in order to benefit from wireless use. In respect to impact let's first consider the economic considerations for small business and entrepreneurs. D. Within our intent lies the core impetus of the stimulus plan to create jobs, promote the economy by offering services where previously unseen, and to assist those impacted by recession by allowing newer and broader opportunities through education and access by providing broadband to Americans as quickly as possible. The initial increase is staff would begin at seven and increase in number as the project expands in to other areas of the state. It is widely accepted that communities with high-speed connectivity that provides Businesses with access are communities that have positioned themselves to be competitive in this marketplace. E. Internet technology has made the entire world both the economic opportunity and the competitor of local business. For local business, high-speed connectivity in general enables stronger connections with customers and vendors, as well as enables companies to do quick comparison shopping for their goods. Wireless provides businesses to measure the competitive environment, improve local companies' ability to reach markets globally, and increases the capacity for learning and online training and seminars which otherwise might be out of reach. Likewise Entrepreneurship becomes affordable with high-speed access; anyone possessing skills to access this wide expanse can effectively run a home based business. Thus the economic goal of
wireless is to increase individual entrepreneurship and close the digital divide among businesses. By adding these services and opportunities we reasonable expect to impact over fifty percent of the population through added infrastructure and making use of services locally to support wireless access. End users will have options for providers. F.