Broadband USA Applications Database

Applicant Name: ICE INNOVATIVE TECHNOLOGIES, LLC

Project Title: Multiplatform Middle/Last Mile Broadband Service and Enhancement / Interactive TV System

Project Type: Comprehensive Community Infrastructure

_______________________ Executive Summary _______________________

The barrier to delivering broadband is creating the physical infrastructure needed to reach underserved and vulnerable populations and anchor institutions. However, what is overlooked by most is that there exists a great deal of infrastructure already in place which can support broadband. Our project’s technology leverages existing and underutilized middle/last mile infrastructure to enhance it into a physical foundation through which to deliver broadband services otherwise unavailable because of a lack of the physical foundation for service. We have designed a new and innovative type of technology that falls under the common label of Interactive Television (iTV). Currently, our technology is in its final stages of patenting at the US Patent offices, with additional patents pending. Our technology makes it possible to deliver broadband services through existing cable headend infrastructure to set-top boxes (STB), as well as to internet-capable TV sets, in homes and anchor institutions (similar to how telephone lines developed into DSL). The technology is software, and can installed into STBs from the headend, to into internet-ready TVs from remote locations in minutes. Once installed, a user will have access to a pop-up menu on their TV screen that can offer various broadband services, such as commerce, interactive education and many public/government services, such as public advisories and polling. The technology is completely ubiquitous, providing service through existing analog and digital services, including over-the-air, coaxial cable and fiber optic infrastructures. By creating accessibility through these available, underutilized infrastructures, we make it possible for underserved and vulnerable populations to have access through equipment they already own and/or commonly have access to and use (cable/satellite subscriptions, or buying TV sets with our software integrated). With broadband offered through the most used system in the world ‘the TV’ vulnerable/underserved populations can connect with their local and national government, receive public advisories, participate in polling and political referendum, submit reports to local authorities, interact with broadcasted educational services, look for jobs, and many other services. Economically depressed communities, community colleges and other educational institutions will benefit the most as access to our service requires no subscription. We are in the process of forming a partnership with Honolulu Digital Media, a Hawaiian based business and BTOP applicant, as well as with Cablevision. Working with them both, we will service local businesses and community colleges to help create better outreach to their community for commerce, as well as provide additional educational resources (like centralized learning programs participated in by classrooms from around the nation). Our project strikes at the heart of the purpose of the CCI, which is to bring broadband infrastructure to vulnerable and underserved populations. Yet our approach is to achieve this goal by transforming existing infrastructure into new broadband infrastructure.
Contemporaneously, our project supports the PCC and SBA as well. We will be engaging in public programs, such as donating internet-ready TVs enhanced with our software system so that schools and community colleges can begin participating in enhanced/interactive educational programs as well as to implement their own interactive educational programs in conjunction with other schools and community colleges around the nation also in receipt enhanced. The net result will be the expansion of available access by vulnerable/underserved populations to enhanced broadband services all through our iTV system and their existing broadcast system. Our company's officers have the technical experience, business and legal knowledge, and industry relationships needed to implement and expand the project we are building, and make it available to those communities and anchor institutions in need. Although there is "currently no acceptable definitions for critically important terms: 'underserved' or 'unserved' areas" (Prof. Allen Hammond, Director of the Broadband Institute of California), we expect to implement in the Bergen County, New Jersey and Bronx County, New York, serving African-Americans and Hispanics. This is our choice based on our current working relationship with Cablevision, which provides cable services to underserved New York communities in the Bronx (79.6% of which is comprised of African-Americans and Hispanics combined), and underserved New Jersey communities like Englewood (comprising of a combined 61% African-American/Hispanic population) and Hackensack (comprising of a combined 51% African-American/Hispanic population) in Bergen County. From there, we will expand out into Upstate New York, New Jersey and Pennsylvania through providers such as Time Warner and Comcast. ICE provides a robust and well rounded slate of broadband services and access that will not only save many jobs, but we will also create jobs and job opportunities. Conservatively, we anticipate that we will directly employ, at minimum, approximately 500-1000 employees and contractors in combination with companies with which we have relationships (such as Digistoft.tv and Dreamface SKD) during the life of the project. Beyond the initial months, as we scale for increased user subscription, we expect to employ up to 6000 employees over the course of 3-5 year, for such positions like software development, IT services, datacenter support and operations management. The effect on the creation of indirect jobs due to the economic impact of our project cannot be known at this time. However, we anticipate the impact of ICE's project to be significant as it pertains to job creation. Overall, we anticipate the cost to implement our project under the CCI will amount to or exceed $15,000,000.00.