

Item 8 – Executive Summary Topics

IBEC's proposed system is designed to uniquely provide fast, reliable broadband services to the unserved and underserved rural communities within Baldwin, Monroe, Franklin, Colbert, Lawrence, Morgan, Butler, Conecuh, Covington, Crenshaw, Dallas, Lowndes, and Wilcox counties of Alabama and to do so at a cost point that is most economical to deploy and a price point that is most economical to use for rural consumers. IBEC's proposed BPL network will provide for the un-served broadband needs of the residents in these counties while by its inherent nature provide the Electric Cooperatives (Co-ops) with the foundational communication network required for "Smart-Grid". The proposed system uses the ubiquitous power line infrastructure already in place in rural America to rapidly bring broadband services to rural citizens that are otherwise left behind. IBEC's solution in utilizing the Co-ops' Grid, is essential to successful broadband delivery in Rural America. Historically, the Co-ops have NOT served the towns or cities of 20,000, 10,000 or even 5,000, rather the Co-ops have been the provider of electricity for the American citizens BETWEEN these towns or cities, "True Rural". These "BETWEEN" areas of America have historically had to rely upon perpetual subsidization for phone communications - via the federal Universal Services Fund program. IBEC is of the opinion that without utilizing the Co-ops infrastructure, given today's technology, the only other successful broadband solution for America's "True Rural" would be perpetual subsidization. IBEC's proposed system will provide the singular opportunity, via the ARRA funding provided, to serve these rural citizens that otherwise will continue to go unserved, leaving their communities behind in quality of life, economic development, and job creation and retention. Through ARRA-provided funds, this system will rapidly fill the broadband gap that exists in rural America today, while also laying the foundational communication network for "Smart-Grid" and in so doing, boldly meet the fundamental goals of the ARRA.

IBEC's proposed funded service area is a combination of unserved and underserved portions of rural Baldwin, Monroe, Franklin, Colbert, Lawrence, Morgan, Butler, Conecuh, Covington, Crenshaw, Dallas, Lowndes, and Wilcox counties of Alabama. Approximately [REDACTED] % of the proposed funded service area is underserved, and approximately [REDACTED] of the proposed funded service area is truly unserved. Through the success of this project, all rural residents within the proposed funded service area will have access to broadband Internet access, allowing them to join the urban and suburban areas of the United States as part of the "connected nation" we all desire.

IBEC's proposed broadband network will pass [REDACTED]
[REDACTED]

IBEC's proposed broadband network will pass 323 community anchor institutions and public safety entities.

IBEC's baseline services proposed will consist of multi-level broadband Internet service for residential and business consumers. [REDACTED]

IBEC's basic broadband service offering which is marketed as a [REDACTED] 256 Kbps always-on Internet service, complete with 24x7x365 Customer Support, email, and web space for \$29.95 per month, is actually a [REDACTED]

[REDACTED]. Residential users can also choose 1 Mbps [REDACTED] at \$49.95, 3 Mbps [REDACTED] at \$89.95, and 5 Mbps [REDACTED]. Commercial rates for each of these services are also available and are posted on our website and within the application on Attachment A. ALL broadband Internet services are offered [REDACTED] from consumers, maximizing their flexibility and affordability with the service. The complete details of the service offerings and pricing can be found in Attachment A to this Application.

It is the policy of IBEC to adhere to the principles of nondiscrimination and interconnection for broadband access to the Internet over its wireline facilities as outlined in Federal Communications Commission Internet Policy Statement FCC 05-151, adopted August 5, 2005. More generally, it is IBEC's policy to promote and support the provision of telecommunications for Internet access and IP-enabled services in a neutral and nondiscriminatory manner and to deploy and encourage deployment of wireline broadband services in an open, affordable, and widely-accessible manner to all consumers.

It is IBEC's policy not to favor any lawful Internet applications and content over others. All lawful Internet applications and content are afforded equal treatment.

IBEC employs the industry-standard "Best Effort" Policy regarding provision of Internet access, providing fair and equitable access to all customers.

IBEC offers interconnection to the public Internet, directly or indirectly, on a fair and nondiscriminatory basis such that networks are "open" to the fullest extent possible and technically feasible without exceeding current or anticipated capacity limitations and at reasonable rates and terms negotiated with requesting parties. Within the limits of applicable federal, state, and local laws and subject to any policies or limitations imposed by the electrical distribution utility and its network upon which IBEC's broadband signals flow, IBEC offers free and open interconnection to the public Internet.

IBEC's proposed broadband system is a Broadband over Power Line (BPL) system, which uses the ubiquitous electric distribution system, in cooperation with rural electric cooperatives, to provide broadband access to EVERY rural consumer of the electric cooperative. Unlike other systems, which may provide service to some but not all residents, the proposed BPL-based system offers broadband access to truly every rural consumer in the proposed area. IBEC follows the electric cooperative philosophy of universal service - that each consumer should be offered access to service, regardless of location, socioeconomic circumstances, or rurality. The power line distribution system is unique in its reach to all rural consumers, and the proposed BPL-base system is unique in its ability to provide cost-effective full broadband access to all rural consumers in the proposed service area, therefore a truly "Last Mile" solution.

By virtue of its past and current experience in deploying and operating BPL Access and Broadband Internet Service Provider (ISP) systems of exactly the type proposed here in the same markets and customer base (rural electric cooperatives and their members) for the past 5 years, IBEC is uniquely positioned and prepared to successfully and efficiently complete and operate the projects proposed in this Application. This readiness encompasses a full range of planning, deployment, and operational business processes, including sales, marketing, billing, system planning and mapping, network management and provisioning, deployment and system verification and testing, and customer service and care.

IBEC is the recognized leader in rural Broadband over Power Line services and solutions, having focused exclusively on and served this market since the Company's inception in 2003. Projects of this nature require both knowledge and experience operating in the rural market space, not just in technology or systems engineering; IBEC is the only system developer and service provider with this combination of rural broadband knowledge and experience. IBEC currently has thousands of customers and thousands of deployed line miles of this type of broadband Internet access system in operation serving rural Americans, with rapid, continuing growth and build-out ongoing daily.

Deploying and operating broadband access systems in rural America is distinctly different from doing so in urban and suburban areas, and IBEC's experience is critical to rapidly moving from "Approval" to "Customers Served" as required for projects funded under the ARRA. IBEC already possesses the distribution system maps of the rural electric utilities with which IBEC will partner in this project. The wire infrastructure - the element that can contribute to costly delays for many broadband systems - is already in place and ready for the project.

[REDACTED]

Although, our experience to date would suggest much higher numbers over a 5 year span. IBEC has in our proposal used a very conservative subscription, reached within 3 years, providing for a total subscription of [REDACTED] subscribers.

IBEC estimates that, in excess of 100 installation jobs will be created and more than 3,600 permanent jobs will be created, with completion of IBEC's enclosed proposed broadband network.