

# FIBER CONNECTIVITY NOW AT YOUR FINGERTIPS!

## The Township of Eureka with

## Lakeland Communications!



FTTH Council Americas finds that access to fiber to the home increases a home's value by up to 3.1 percent. Using the National Broadband Map and a nationwide sample of real estate prices from 2011 to 2013, the study's authors investigated the relationship between fiber-delivered internet services and housing prices. **The boost to the value of a typical home is \$5,437** which is roughly equivalent to that added by a fireplace, half a bathroom or a quarter of a swimming pool.

## FIBER – WHAT'S IN IT FOR YOU?

### Why Fiber to the Home? (FTTH)

One word: Bandwidth! Current and developing technologies that people enjoy in their homes today require a lot of two-way data transfer. Examples include high-definition television, streaming video, online gaming and video recording – all of which require increasing amounts of bandwidth. These bandwidth requirements also increase in direct correlation to the number of users enjoying the services. Data transfer can be compared to traffic on a busy highway. As the traffic increases, movement slows and bottlenecks occur. To alleviate the congestion, larger more efficient highways are developed and implemented. FTTH represents this new, faster and more efficient data highway. Fiber optic cables can transmit far more information with a greater degree of fidelity over greater distances. And since it's harder to "tap" than copper, it has the added benefit of extra security for the data being transmitted.

### What are the Advantages of Fiber-to-the-Home (FTTH?)

- \* Faster connection speeds, downstream/upstream transmission and carrying capacity.
- \* Can manage bandwidth for current, developing and future technologies.
- \* Fiber resides underground so it provides maximum stability.
- \* Higher quality connection.
- \* More bandwidth and flexibility.
- \* Increases home value.
- \* Not affected by temperature or weather conditions.
- \* Stability & Reliability
- \* Future Proof



### Why do I need all of this Bandwidth?

You might not need all of the bandwidth today, but most likely you will in the future. Right now, worldwide, it is estimated that an average home uses 13 connected devices. With the rapid pace of change in the telecommunications world, you will be ahead of the game with fiber connectivity.

We need your support now to bring fiber infrastructure to the Township of Eureka. We would appreciate a letter of support as soon as possible for the grant application. Please contact the Township with any questions. Call 715-483-9899 or email: [eurekatown@centurylink.net](mailto:eurekatown@centurylink.net)