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Brownback on hand for Verizon's 'official' 4G LTE announcement

By Ken Stephens - The Hutchinson News - kstephens@hutchnews.com

Gov. Sam Brownback was in Hutchinson on Tuesday afternoon to symbolically help Verizon Wireless Regional President Brendan Fallis throw a switch to launch super fast 4G LTE service here and to tout the company's investment of \$443 million in Kansas since 2000.

"This is critical for our economic growth and development," Brownback said. "If we don't have high speed connections onto the Internet and communications, we're not going to have the competitive environment we need to attract people and businesses into this state from around the world. With it, there's no reason people wouldn't want to be here and be able to take advantage of the quality of life we have to offer."

The 4G LTE service, offering speeds up to 10 times that of 3G, began showing up on 4G-enabled Verizon phones in Hutchinson on Aug. 30. However, the company officially launched 4G service in Hutchinson, Lawrence, Emporia and Coffeyville on Tuesday, bringing the number of Kansas markets with 4G service to 15. Other Kansas markets with 4G service are Dodge City, Garden City, Great Bend, Hays, Kansas City, Manhattan/Junction City, McPherson, Parsons, Salina, Topeka and Wichita.

"If you look at our coverage area in Kansas," Fallis said, "we actually offer more coverage in the state of Kansas than all of my competitors combined. And if you break it down and look at the 4G LTE broadband access, we cover 15 markets, more than any competitor. And when you look at number of customers who are leveraging the power of 4G LTE and everything it provides we have more customers taking advantage of that today than any of our competitors."

One of those competitors, Sprint, announced on Sept. 10 that it was building out 4G LTE service in 100 new markets nationwide, including Hutchinson, Lawrence, McPherson, Topeka and Wichita in Kansas. Sprint users in Hutchinson reported seeing 4G service on their phones this week.

Brownback recalled that when he was growing up on a farm near Parker, Kan., his family shared a party-line telephone with eight other families.

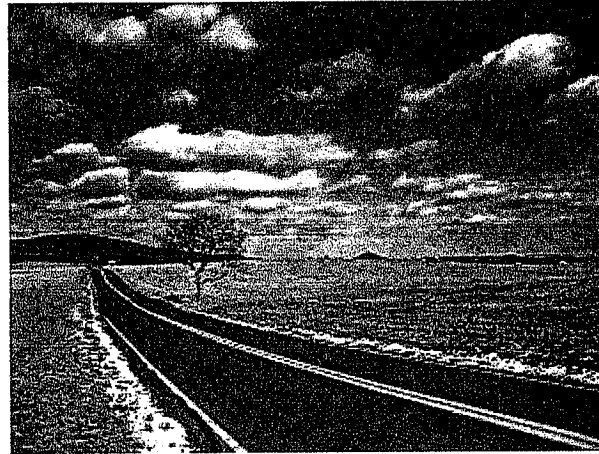
"Now my wife and I have five children, and we have more than eight devices in our family that are phones," he said. "It's fast; it's quick, and everybody is connected."

The governor praised Verizon's investment in Kansas, which includes \$38 million in the first six months of 2012.

"These numbers are impressive," he said.

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Attachment 8

4G LTE: Will It Benefit Rural Businesses



*This is a guest post by Kerry Butters from **BroadbandGenie**.*

4G LTE (Long Term Evolution) is the latest form of mobile broadband and is an altogether faster and more reliable mobile Internet connection. For those of us who live in the city, it will be another advancement that we take for granted. However, this new form of superfast mobile broadband could be the primary source of Internet access for many users on the road and for rural businesses.

Add to this the commitment of telecommunications leader, **Verizon Wireless**, to do all it can to see that 4G LTE reaches people in the most remote areas in the country and you will at last have an Internet service for all – not just those living in metropolitan areas.

While 4G LTE will bring faster Internet to those living in cities, for the rural community, it will have a more significant impact. Many people living in these areas have a far slower Internet connection and don't have the freedom to utilize the latest tablets and phones for the same purposes as the rest of the country.

For many rural businesses, this will give them a chance to increase revenue, create jobs and make a dramatic change to the way they operate their business, especially for those who participate in e-tailing. At present, despite being able to get some form of Internet access, many can't utilize it as part of their business because it is simply not reliable enough.

The new, faster 4G LTE will be more reliable and will pave the way for rural businesses to make the changes to improve their all-around service. Businesses can then start to seriously consider utilizing mobile and cloud based services, while giving employees who are on the move cell phones and enabled tablets to access information when not at their place of work.

The emergence of cloud technology, which can be used for anything from email to accessing work databases, has meant that workers have more flexible options than ever before. Add to this 4G LTE technology and even roaming salesmen who cover the most remote areas can still be just a click away from HQ.

Another significant development is that 2G and 3G were developed for voice and text. 4G LTE has been developed specifically for data streaming. With the use of 4G LTE, rural businesses can now compete on a level playing field with their rivals in the city.

Employees of businesses in towns and cities who live in the outlying rural areas will also have far greater flexibility when it comes to taking their work home. Time and money saved from working at home, rather than having to travel long distances to work, will be a great advantage, especially when it comes to smaller tasks.

Do you have a rural business? Then maybe it's time to look into what 4G LTE can do for you. The Internet itself is already providing an increasingly large source of revenue for businesses all over the world. With 4G LTE at your fingertips and cloud services coming to the fore, there is no reason why you should be at a disadvantage to other businesses providing the same services or products merely due to your location.

Kerry Butters wrote this post on behalf of www.broadbandgenie.co.uk, the information site for home and mobile broadband.

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