THE GREAT EQUALIZER: BRINGING HIGH PERFORMING BROADBAND INTERNET SERVICES TO RURAL MARKETS

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Introduction

Which side of the broadband divide are you on: the "Haves" or the "Have-Nots?" Broadband connections for high-speed Internet service have traditionally only been available to consumers in large metro areas. For much of rural America, access to broadband Internet service can make a difference between prosperity and stagnation.

Why Is Broadband Internet So Important to Rural Consumers?

Some would say that the availability of high-performing broadband Internet services in rural areas would be a "nice to have." They probably don't live in a rural area! Most rural consumers would consider high-performing broadband a "must have." Let's look at why.

The most compelling reasons for having access to broadband Internet services are quality of life and rural economic development. Quality of life is defined many ways, but here are some of the ways that rural broadband Internet can improve your quality of life and support the economic development of your rural community.

-It allows you to connect with the world outside your rural residence with the same performance and reliability that metro consumers have. Now, distance and location become transparent, and you can communicate with your family members, friends, and relatives with real-time video streaming applications. It's like having them in the room with you. Stay connected while living where you want to live.

-It supports your interest in ongoing education and personal and professional development. With broadband Internet, you have access to all higher education and distance learning programs, wherever you are and wherever they originate.

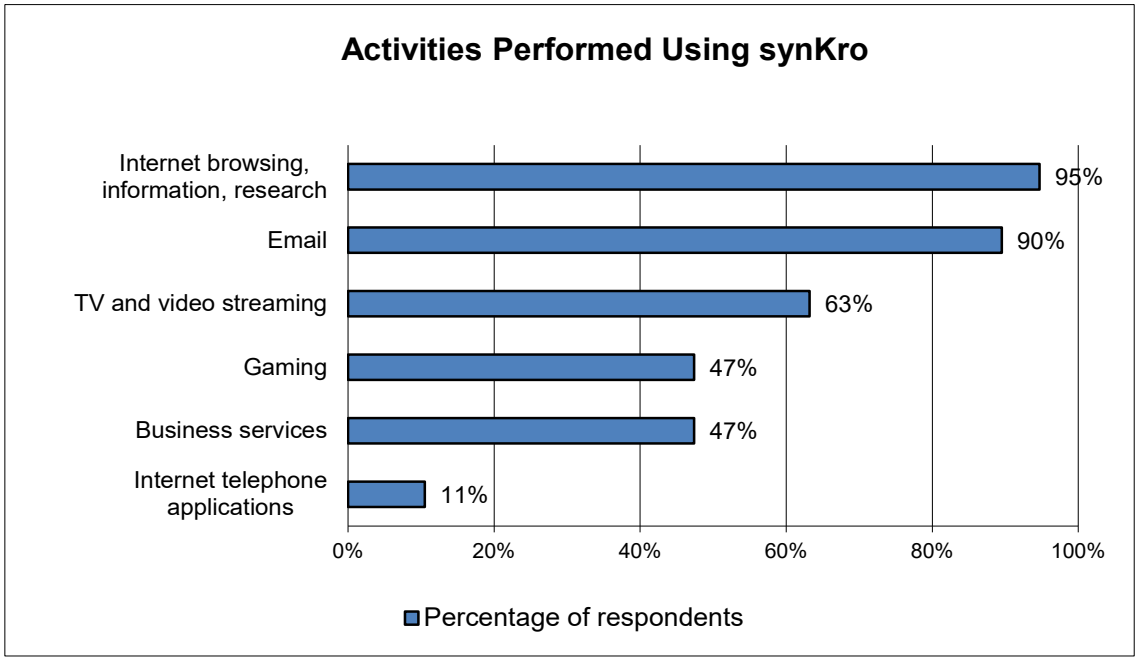
-It's good for your health. Medical professionals are increasing using the Internet to extend their educational programs, to remotely consult with patients, to provide access to medical records, to make referrals, to provide you with lab results quickly.

-It's good for rural small businesses, whether home-based or located in rural areas. Small businesses are the U.S. job engine, and allowing people to work at home or from home means increased productivity, increased job satisfaction, and more local jobs creates a healthy local economy. Money earned stays in your community.

-It enhances medium-sized and larger businesses based in rural communities, providing them with access to a broader workforce and to people with unique skill sets. This provides a mutual benefit for you as a worker, and for the company that you work for.

What Are Rural Consumers with Broadband Internet Doing Online Today?

We completed a survey of rural consumers using our broadband Internet services (branded synKro[tm]), and these are the activities our consumers are reporting:



Several activities are worth highlighting. First, one would expect consumers' highest use to be Internet browsing, research, and email. However, the next two activities: TV/video streaming and gaming, require high-performing networks to support the large amounts of real-time data involved. And finally, with 47% of consumers also reporting business use of the network, it's clear that rural business can be done effectively and efficiently when rural broadband Internet is available.

We are encouraged by this study, which shows the benefits that rural consumers can derive from broadband Internet and confirms that when rural broadband becomes available, rural consumers will actively use it.

How Will You Get Access to Broadband Internet Service?

Government at both the federal and state levels has recognized the inequality of broadband access in rural communities and have had plans and initiatives in place for many years. In 2009, the federal American Recovery and Reinvestment Act provided $2.5 billion to expand access to broadband access in rural America. By April, 2013, the U.S. Department of Agriculture, who is charged with administering the funding through the Rural Utilities Service (RUS) program, has spent $3.4 billion funding 297 rural broadband network projects.

The USDA figures sound impressive until you read further into the report. During this time period (2009-2013), only 106,423 subscribers received new or improved broadband support. Of the 106,423 beneficiaries of government investment, 99,424 were consumers and 6,358 were businesses (USDA RUS Status of Broadband Initiatives Program, April 3, 2013). Spending $3.4 billion to reach 106,000 subscribers is not the way to go.

The federal government continues to set goals for broadband adoption. In his 2010 State of the Union address, the President set a goal of having 90% of all Americans connected to the Internet by 2020. Sounds good, but rural subscribers, especially dairy farmers, might well ask: "Where's the beef?" Fast forward to 2018, unfortunately the pattern of federal Governments inability to make progress in closing the broadband Internet gap continues, most broadband financing programs continue to fail.

State-level programs have had similar challenges. Rural states like Wisconsin and Minnesota have broadband initiatives in place, as the states recognize and attempt to address the technology inequality issue. They are strong champions of rural broadband. In August 13, 2013, the Governor of Minnesota championed rural technology initiatives at the launch of Red Wing Ignite, a technology-based business accelerator and incubator. State-sponsored programs can be good, but tend not to achieve the desired results in increasing the broadband Internet penetration in areas where it is needed the most, namely rural communities.

You Can Get Broadband Internet…

Working with your local, state, and federal authorities might be helpful. They are all aware of the need for rural broadband access, and perhaps a rising chorus might get attention in your area. There are other, more proactive, approaches that you can take as well.

Commercial firms, like LocaLoop Inc., based in Minneapolis, offer new 4G+ broadband Internet technologies to existing rural communications service providers, whether they are wireline telephone companies, Internet service providers, or Fiber-to-the-Home providers.

LocaLoop has invented and patented technology that is realized in a cloud-based platform, under the service brand of synKro™ that enables a profitable business for implementation of fixed wireless 4G+ broadband internet networks for use by operators delivering services in rural markets at an affordable price for subscribers not economically viable before. In addition, LocaLoop's turnkey synKro solution uses a cloud delivery business model and the latest wireless network technologies to help rural communications businesses upgrade their networks quickly and cost-effectively.

LocaLoop cloud technology invention enables high-performing, highly reliable broadband Internet service to homes, businesses, and government users all in rural areas.
What would life be like if you had the same, or better, Internet access that your metro cousins have? How would your life change for the better if you could work remotely, operate a small business from home, or manage a larger firm with rural headquarters?
LocaLoop's synKro cloud platform enables a cost-effective service delivery model which optimizes each individual user's experience and provides a service content that the user wants. That is what the accompanying brand synKro[tm] stands for. This service offers rural consumers advantages that other networks do not.

- **Subscribers using LocaLoop's synKro[tm] platform have the ability to buy and self-manage the services they use and are not locked into long-term contracts**. With synKro, you can manage your own services through an easy-to-use, convenient web portal. You don't need to contact customer service when you want to add or stop services. You can avoid unnecessary costs as you control the services you need, and have unlimited data availability at a flat monthly fee.

- **Subscribers using LocaLoop's synKro[tm] platform have access to high speed broadband Internet services with reliable, consistent and secure service on-demand**. One Internet protocol data service can deliver all your communication and Internet content needs you have via various web apps for phone, TV/video streaming, gaming and other cloud services… in other words you can get any modern web job done with optimized user experience.

- **Subscribers using LocaLoop's platform have access to a high performance network that offers download and upload performance that is best-in-class**. The synKro leading edge 4G+ wireless broadband technology you to experience performance as good as (or better) than services offered in urban areas.

- **Subscribers using LocaLoop's synKro[tm] platform now can access any web applications on their smartphones and other IOT enabled Wi-Fi devices in home and business**.synKro supports excellent performance for even the mostt data-intensive applications and enables the use of media-rich web applications, like video (Netflix, Hulu etc.), online phone/video calls (Skype, Viber, Rebtel etc.), online photo sharing (Facebook, Instagram, Snapchat etc.), movies (iTunes, Amazon etc.) and any other Web-App.

Be Proactive…

If access to broadband Internet services is important to you, you might consider talking with your local Internet and phone provider. Ask them what their plans are for launching high performing broadband Internet service where you live. If they haven't heard of LocaLoop and its synKro solution, send them this white paper and encourage them to consider bringing in the latest cloud-based technology via LocaLoop.

In some areas, LocaLoop may be able to directly provide access to you. Go to www.synKro.us to find out where we have coverage or all us and we'll explore options with you. Here's your chance to get on par with your metro cousins with more reliable, higher-performing broadband Internet services!

For More Information: Call: 952-236-7621, info@localoop.com , www.localoop.com