



In this unprecedented time with COVID 19 we want you to be assured that we are here working diligently to make sure your services are running. We take our position as the broadband provider with the utmost care to always provide you with quality and consistent services. Lakeland is proud of how our company has persevered with the demands now needed with broadband connectivity. We assure you we and our network are prepared.



LAKELAND FIBER!

WE'RE CELEBRATING!

This year **2020** we are celebrating the great strides we have made with our **Fiber Connectivity**. There are not many companies that can say they have fiber to **100%** of their ILEC communities and also have a large percentage of fiber in their CLEC communities. This is a **BIG DEAL!**

To explain, ILEC stands for Independent Local Exchange Carrier and CLEC is for Competitive Local Exchange Carrier. Way back in our history the Wisconsin Public Service Commission set up exchange boundaries for telephone companies. At that time Luck Telephone serviced the Luck and Cushing areas as its ILEC. Milltown Mutual Telephone Company serviced Milltown and Fox Creek areas. After many laws were passed telephone companies were able to bring services into other areas as a CLEC. Lots of regulations and permits had to be acquired to do this. Lakeland took the initiative to grow and look to the future. Lakeland now offers services in Balsam Lake, Frederic, Centuria, St. Croix Falls, Dresser and Osceola. Now that is a lot of area!

Bringing fiber to our customers has not been an easy undertaking. Truthfully, it has been a painstaking difficult endeavor. Lakeland has spent a considerable amount of time and money to be able to build this infrastructure. During the initial build Lakeland provided drops at a significant expense. Customers can now enjoy the benefits of a futureproof fiber infrastructure. This is an unbelievable value that many areas in our country especially rural areas do not have access to.

To give you an idea of the vast amount of work required, just take time to think about this. First we had to have an engineer help design the fiber routes. All of the land needed to be researched for easements. Any easements needed, we contacted customers and visited with them to foresee the best location. Our contractor then constructed miles of fiber down roads and highways. On a good day they could lay about 1 mile of fiber. There are so many challenges with rock and obstructions along with boring under roads and driveways. We then visited with customers about placement of fiber to their homes. Diggers Hotline was called and lines were located while our construction crew plowed to individual homes and businesses. Fiber was coiled and put in a hand hole by the road while bringing into a new box on the side of the home or business. Once an area was complete, our splicing crew moved in. Fiber is made from numerous glass strands that need to be

tested. Fiber splices were tested from our equipment through the splice. If we received any unsatisfactory testing the splicing crew would re-splice and retest. Once testing showed satisfactory results, scheduling began. Each customer was called and an appointment was scheduled. Our Lakeland technician would then go out and install a Gigacenter or ONT (Optical Network Device) to the fiber. Wifi was turned on for the customer and the technician took time to explain the connection answering questions and concerns.

As you can see this has been a long drawn out process that has taken several years. Back in 1908 there was aerial lines until underground copper lines were built back in the 1970's. 2020 we now have a fiber infrastructure underground. This is the best connectivity available for all services. We celebrate the end of a very significant era for Lakeland Communication's and our rural area! **It's a BIG DEAL!** We thank you for your patients as we completed this in our ILEC and now look to continue our fiber footprint in our CLEC.

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 or devices on your home network enjoying the services. Data transfer can be compared to traffic on a busy highway. As the traffic increases, movement slows and bottlenecks occur. These can occur out on the public network more-so than our local network. To alleviate the congestion, larger more efficient information 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 requirements for current, developing and future technologies.
- * Fiber resides underground so it provides maximum stability in inclement weather.
- * Higher quality connection.
- * Increases home or property 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. Fiber brings you a clearer picture with your video. More channels and more video options. 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.

WHY FIBER?

It's Simply, One Word... **BANDWIDTH!**

Better Broadband Boosts Home Value: Got Fiber?

FOR SALE

The FTTH Council just released a study showing the positive correlation between home prices and fiber-delivered Internet, adding increased property value to the already long list of fiber's benefits.

Access to fiber adds **3.1%** to the value of a home.

The Fiber Effect

Access to fiber in your neighborhood raises the value of your home by

1.3%



The Speed Effect

Being able to get speeds up to one gigabit boosts the value another

1.8%

Put another way: that's an additional \$5,437 for the sample median home price or like adding

A full fireplace.



Half of a bathroom.



Or a quarter of a swimming pool!



The Gigabit Effect

Homes where one Gbps is available...



...have a transaction price over **7%** more than similar homes where 25 Mbps or less is available.

Source:

Molnar, G., Savage, S., & Sicker, D. (2015). Reevaluating the Broadband Bonus: Evidence from Neighborhood Access to Fiber and United States Housing Prices.

Fiber is the answer to stream-less connectivity. It is an underestimated value to owning your home. Many realtors are now seeing fiber as a purchase point for customers looking to move and buy. Fiber directly affects economic development. Customers that want to come to our area in Polk County to work remotely need fiber for the best connection. Right now during Covid 19, we have all noticed the need for fiber connectivity as it brings the ability to increase speeds and bandwidth. It takes care of all of us with the ability of telehealth, working from home and educating at home. Fiber is a good investment in our future.

SMART SUPPORT

Now that we have fiber to the home, managed Wifi or Smart Support is a great tool. Not only for Wifi, but also your hardwired PC. With Smart Support you can make sure you have the ultimate performance with all your devices.

While you are home and trying to make everyone happy with homeschooling and working from home; have you considered help? Smart Support is the perfect solution to manage your network. You can take control and know who's on your network. Set time limits and protect your network from undesirable sites. Take time to change your password, and see when your bandwidth needs to be increased. It's in your hands, with our help. Smart Support can help you manage your network and give you some peace of mind when you take control. If you are interested give our office a call at 715.825.2171 or email us at: info@lakeland.ws

A BIT ABOUT A BYTE:

How much bandwidth does your house need?

Whether you are video chatting, uploading family videos, or playing your favorite online games—you may be using more broadband than you think. Around the US, broadband providers are transforming their networks to all fiber-optic technology to deliver the speed and reliability you need to stay connected and enjoy all of your favorite devices.

Device	Bandwidth Requirement
Smart Watch	8 KBPS
Teleconferencing with colleagues	12 MBPS
3-way video chatting with relatives across the country	6 MBPS
Home Assistant	512 KBPS
Connected 4K TV	25 MBPS
AR/VR Home Gaming System	50 MBPS
Smart Thermostat	6 MBPS
Wi-Fi enabled Washer and Dryer	12 MBPS
Phones on Wi-Fi	1 MBPS
Baby-monitoring device connected to mobile phones	6 MBPS
Tablets/eReaders	2 MBPS
Streaming internet radio	6 MBPS
Fiber-connected Smart Fridge	8 MBPS
Smart Doorbell	2 MBPS
Outdoor Home Security System	6 MBPS
Wireless Speaker System	320 KBPS

Modern homes like this require a huge amount of bandwidth—more than 100 MBPS!—and fiber broadband offers the fastest, most reliable connection so you don't experience any disruptions.

Fiber Broadband Association
@fiberbroadband | fiberbroadband.org

How much bandwidth do you need? Check it all out with SMART SUPPORT! Never have a slow network. Turn off devices or set time limits! Know when you need to increase your package!

COVID 19 – WIFI HOTSPOTS

Even though our office locations are closed to walk in traffic we are available by email or telephone: info@lakeland.ws T. 715.825.2171. We do have staff working at our office locations to make sure all of our customers are helped as needed.

A payment drop box is located in the upper parking area in Milltown or on the east side of our office in Luck for your convenience.

For those that need Internet availability during this Covid 19 impacting period we will have Wi-Fi hotspots available at both our Milltown and Luck Office parking lots. You can join our complimentary community provided service with: [Lakeland_Open](#)

Don't Cut Our Cables

Now that the weather is nice, you may be considering putting in a fence, building a deck or addition, or planting shrubs and trees. Many of us plan our projects without considering what facilities may be buried in the area. Before you begin your project, please call Diggers Hotline at "811" so utilities can be located. You should call at least three working days before you plan to dig. Just a reminder that if a cable or line is cut or damaged which was **not located, you will be responsible** for the entire cost of the damage. This can be very costly. Just dial 811 before you dig!



Experience your best broadband!

We want to make sure you are always experiencing the best with your broadband solution. If you are having any issues please contact us. We always have a solution!



Due to COVID 19, Lakeland has decided to cancel this year's Customer Appreciation Day for the safety of our customers and employees. We do want you to know just how much we value you, so we have decided to come to you! Watch your bills this summer for more information.

Thank you for your continued business. Please contact us at 715.825.2171 or info@lakeland.ws for any questions or service and support.

Our Office will be CLOSED on July 4th. We wish you all a safe and healthy summer.

