

"Falls City is not building a baseball park on the edge of a cornfield to attract people to the southeast corner of Nebraska.

It's working on something more futuristic: a fiber optic network that will connect to 2,366 homes and businesses—basically the entire town.

When completed, the system will put Falls City light years ahead of most cities and towns in Nebraska. The community of 4,671 will not only have faster Internet service, it will be able to handle digital data—such as huge streaming video and Netflix movie files—as easily as Shoeless Joe Jackson snagged a fly ball."

-The Lincoln Journal Star

"Falls City hopes to hit home run with fiber optic network" (March 13, 2010)

www.lincolnjournalstar.com

In August of 2010 Southeast Nebraska Communications (SNC) was awarded USDA funding to extend Fiber-to-the-Home technology beyond the City limits of Falls City to rural areas of Richardson County. SNC's entire service territory will be 100 percent fiber optics.



**Falls City Economic Development &
Growth Enterprise, Inc.**
1705 Stone Street, P.O. Box 574
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Falls City, Nebraska **Wired** for **Business**

Fiber-to-the-Home Network

**Creating New Opportunities for
Doing Business, Working and Living**



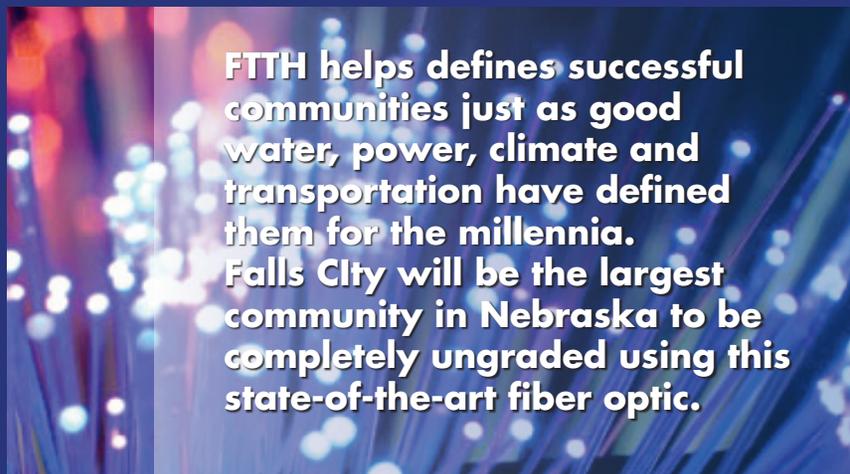
Southeast Nebraska Communications Fiber-to-the-Home Network connects all households and businesses in its service territory, including Falls City and SNC's rural areas of Richardson County, to fiber optic cable.



Next Generation Bandwidth

Superior Quality and Reliability

Fiber-to-the-Home (FTTH) is a network technology that deploys fiber optic cable directly to the home or business to deliver voice, video and data services. FTTH offers so much bandwidth capacity that growth in data demand for multimedia services for the next decades will be covered. The network is virtually a future-safe medium that outperforms all other media.



FTTH helps defines successful communities just as good water, power, climate and transportation have defined them for the millennia. Falls City will be the largest community in Nebraska to be completely ungraded using this state-of-the-art fiber optic.

Do Business Here

The FTTH network makes Falls City an even more attractive place to do business. According to the FTTH Council, business owners report greater productivity and boosted sales due to the access FTTH provides. Fiber-connected businesses can effectively sell products and services using video and high definition imagery. Businesses can reduce costs and accelerate innovation by more efficiently collaborating with customers and suppliers.

Work from Home Here

The luxury of working from home is no longer a pipe dream now that the "big pipe" has arrived in Falls City. According to the FTTH Council, more than 13 percent of FTTH subscribers say that their high speed connections enable them to work from home more often and 59 percent of these telecommuters said that having a FTTH connection resulted in their employer being more favorable about their working from home.

FTTH Benefits

New video-rich applications can increase business efficiencies, business development and quality of living.

Instant HD video mail downloads and uploads

Virtual meetings

Virtual shopping

Distance learning

Home security monitoring

Online videos, music and games

For information on doing business, working or living here, contact:

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For information on the FTTH Network, contact:

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Live Here

Falls City residents now have the connectedness of an urban area as well as a great small town quality of living. The FTTH network enables online entertainment, education, culture and e-commerce at the speed of light. A fiber-connected home sells for 5 to 7 percent more than an equivalent copper-connected home.