



Services
All around communications.

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NEWSLETTER

WTS Connection

What's the big deal about fiber?

There are over 900 rural telephone cooperatives and companies operating in the remote rural regions of our nation. Across the past 60-plus years, these companies have enjoyed a track record of bringing state-of-the-art communications to rural areas. Initially, these companies were formed out of necessity to bring telephone service to remote areas.

As time and technology have evolved, these companies recognize the importance of broadband internet to the residences, businesses, and overall economy of their communities. West Texas Rural Telephone Cooperative and WT Services are two such companies. WTRT and

WT Services are implementing FIBER RICH networks in the communities they serve. They are planning their networks to be able to offer technologies that haven't been invented yet. They are looking 15-30 years down the road.

Once in the ground, fiber optic cable is the most stable of technologies. Unlike wireless that is subject to weather conditions, hurricanes, 100 mph straight line winds, atmospheric conditions, tornadoes and the occasional aircraft flying into towers, repair calls for fiber fall silent unless someone hacks into the fiber with a backhoe. Well designed fiber networks are redundant — meaning a network has to fail in multiple ways to cause an outage.

Fiber is the only technology capable of meeting ultra high-speed needs. Broadband speed is measured in megabits per second. The faster your Internet speed the faster your uploading and downloading capability. Broadband speed will

remain an important factor for keeping up with increasing broadband appetites of emerging applications. The FCC's ambitious goal in the National Broadband Plan is to make 100 Mbps broadband available to 100 million people by 2020. The FCC set a target in rural American of 4 Mbps down and 1 Mbps up. WTRT and WTS don't believe that will be enough to meet the future demands of their customers.

“Remember the days of the dialup modems 15 years ago when they connected and made that distinctive modem sound? Dialup maxed out at 56 kilobits per second. A current fiber optic connection of 10 megabits is 178 times faster. If you have a 50 meg connection it is 890 times faster than the old dialup modems. In terms of miles per hour, if you had a 56k-car from 15 years ago running at 100 mph, a current 10-meg car would run at 1,780 mph—a vast improvement in speeds,” says Rich Kendrick, WT Services manager for

finance and accounting.

Anyone who has experienced the inconvenience of having to use cash at a retail establishment because the store was unable to process credit cards knows that broadband is critical for retail establishments.

Broadband is vital **for public safety** and **telemedicine**. An informed police officer can keep us safer, and electronic health records can help us stay healthier - by keeping the focus on prevention, and increasing the size of the medical team, by adding remote healthcare team members from virtually anywhere. What about other sectors of our society? In many instances, broadband carries the same importance as it does for the health and public safety sectors - and is becoming increasingly more important.

Farming with fiber

Farmers with Internet access in the WTRT/WTS service

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Hereford: A Smart Community—with Fiber to the Premise—by WT Services.

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area and across the country have advantages over those without access. Payroll and taxes, and banking online can be the difference between a successful livelihood, and a struggling enterprise. Broadband is a vital driver for many businesses. High speed Internet access is even more important in rural areas.

Access to healthcare and quality educational resources increases opportunities for rural residents. Connected farmers are as up-to-date regarding commodity pricing, veterinary services, and other online services as their urban counterparts - leveling the playing field and increasing success rates.

Broadband is universal facilitator

Broadband is vital for industries and its importance is often compared to the introduction of electric power in the United States. Broadband is even defined by policy makers as a necessity, in the same category as electricity, heat, and phone service.

Broadband transcends technology

Broadband is the new 'necessity' of the day.

Industries are emerging because of the Internet. Others are being radically transformed. Employees in America are performing their jobs significantly differently than they would have 25 years ago—all because of the In-

ternet. Journalists, politicians, doctors, and stockbrokers have transformed the work they do because of the Internet. On the other hand, so have grocery store clerks and automobile salespeople.

"The Internet is transforming entire sectors of society. WTRT and WT Services are building fiber networks for the technology of today—and the yet to be created of tomorrow.

Once a buried fiber network is in place, it provides stable technology for customers of WTRT and WT Services," explains Amy Linzey, General Manager and Chief Executive Officer of WTRT/WT Services.

WTRT and WT Services are working to fulfill the basic Internet needs of homes or businesses.

For basic messages, surfing, research and games, 1.5 meg fills the bill. For more sophisticated functions, 3, 6, 10, 15, and 20 meg are available for streaming such as Netflix movies, Hulu, and more advanced games. ***If you need a GIG (1000 Mbps), we can deliver!***

In a business setting, 6 meg and above are recommended for data transmission, multiple computer setups etc. For sophisticated business data transmission needs 20 meg is recommended. In Hereford and Bushland max speed would be 1,000 meg (one Gig).

"As the Internet has progressed websites have become so graphics intense that you need faster Internet speed. Businesses uploading data out to the Internet rely on upload speed. Our big thing for businesses is our upload speed is half our download—ten times faster than most others around," says Kendrick.

On the home side, upload speed is important to those working from home and gamers—gamers are particularly happy with the speed. Upload speed helps Skype quality as well. In Friona, better upload speed lets a church stream their service via the Internet to homebound members.

Falling Behind in Availability

Congress and the FCC are driving the deployment of fiber across our nation because the US has fallen behind other countries in the availability of bandwidth. More importantly, consumers and businesses are driving the need for more bandwidth so they have access to distant business locations, medical facilities, education, shopping, and entertainment.

Contact radio shops

Customers with two-way radio needs may contact WT Services radio shops in Hereford and Amarillo online. Go to wtstx.com to browse merchandise and services offered.

Fiber is essential to communications needs now and in the future—that is why fiber is a big deal.

Website is up

WT Services has its website up and running. at wtservices.net. Tabs show each of the locations served by WT Services. Channel line-ups are housed under each tab and under the business section is information about the Computer Division, Two-Way Radio, Telephone Systems, etc.

WT Services also has a new Facebook page featuring TV promotions and other services. Customers can write messages or post comments. Be sure to like us on Facebook.

Bundle customers can upgrade speed

If you're enrolled in one of the cost-cutting bundled packages from WT Services, you can also save money on upgrading to 10, 15, or 20 meg Internet for a nominal fee.

Companion upload speeds from WT Services are perfect if you need to upload data or are a gamer. Contact the WT Services business office in Hereford at 360-9000 to take advantage of this upgrade.