

KIRTON | McCONKIE

How to Build Your
Gigabit Network:
Selling the Benefits
to Users

February 10, 2015
David J. Shaw
Drew Clark

“Killer Apps” for the Gigabit Economy

Why They Are Necessary

Views on Advanced Networks

- Pew Research Center
 - How could people benefit from a Gigabit Network?

David Weinberger (senior researcher at Harvard's Berkman Center for Internet & Society) predicted:

There will be full, always-on, 360-degree environmental awareness, a semantic overlay on the real world, and full-presence massive open online courses. Plus Skype won't break up nearly as much.

Pew Research's Points

1. People's basic interactions, and their ability 'be together' and collaborate, will change in the age of vivid telepresence – enabling people to instantly 'meet face-to-face' in cyberspace with no travel necessary.

Pew Research's Points

2. Augmented reality will extend people's sense and understand of their real-life surroundings, and virtual reality will make some spaces – such as gaming worlds and other simulated environments – even more compelling places to hang out.

Pew Research's Points

3. The connection between humans and technology will tighten as machines gather, assess, and display real-time personalized information in an 'always-on' environment. This integration will affect many activities – including thinking, the documentation of life events ('life-logging'), and coordination of daily schedules.

Pew Research's Points

4. Specific economic and social sectors will be especially impacted; health/medicine and education were mentioned often.

Pew Research's Points

5. New digital divides may open as people gain opportunities on different timelines and with different tools.

Pew Research's Points

6. Who knows? 'I have no idea due to rapid change.'
'The best internet apps are yet to emerge.' 'If I knew, I
wouldn't tell you, I would invest in it!'

Pew Research's Points

7. Advances will be gradual for various reasons:
Bandwidth is not the issue. The United States will lag because a widespread gigabit network is not easily achieved.

Where are the Gigabit Applications?

National Broadband Plan	US IGNITE	OneCommunity	OnLight Aurora (Illinois)
Economic Opportunity	Workforce	Economic Development	Business
Education	Education	Schools	Schools
Health Care	Health	Health Care	Medical Center
Government Performance		Public Service	Social Service
			Arts & Entertainment
Public Safety	Public Safety		
Energy & Environment	Energy		
	Transportation		
	Advanced Manufacturing		
Civic Engagement			

David Shaw dshaw@kmclaw.com

D: (801) 426-2108

C: (801) 879-4664

Drew Clark drewclark@kmclaw.com

D: (801) 426-2123

C: (202) 329-9517