



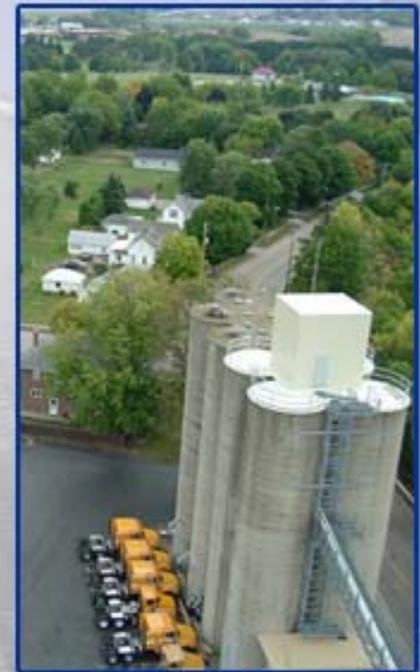
Using Broadband To Make Rural Michigan a Better Place to Live and Work

Presented by **Scott Zimmer**
President – **Air Advantage, LLC**



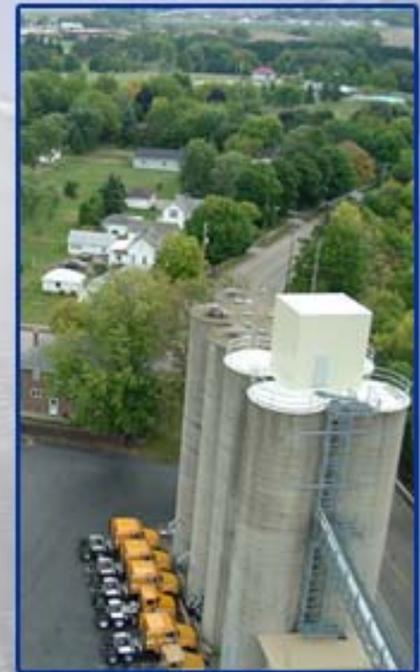
History of Air Advantage

- **Began operations in July 2002**



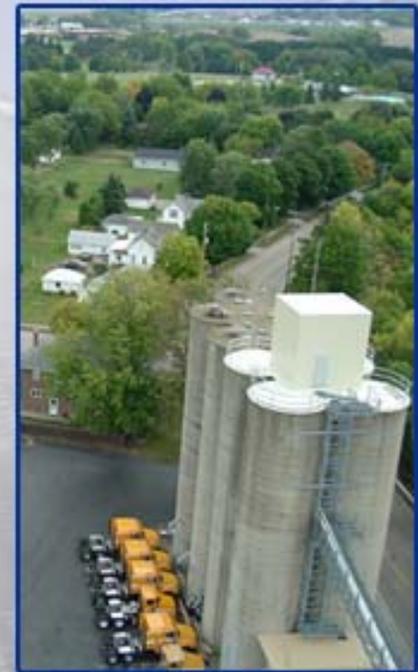
History of Air Advantage

- **Began operations in July 2002**
 - **5 towers located on grain silos in Huron County**



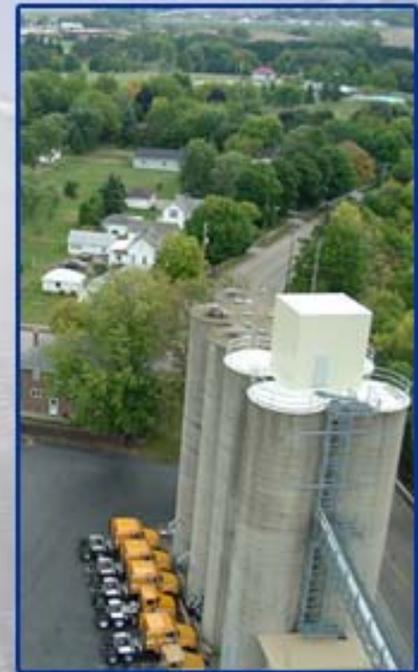
History of Air Advantage

- **Began operations in July 2002**
 - **5 towers located on grain silos in Huron County**
 - **Network has grown to over 40 towers serving over 4,000 people**



History of Air Advantage

- **Began operations in July 2002**
- **Growth fueled by RUS Broadband Loan and Community Connect Grant programs**

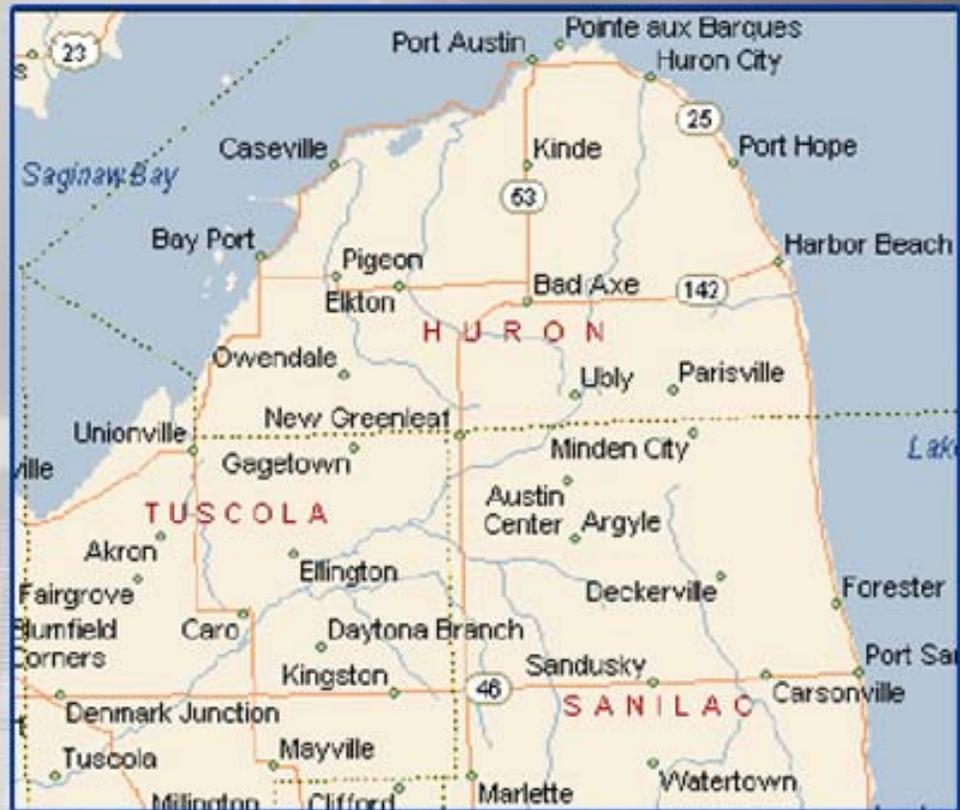


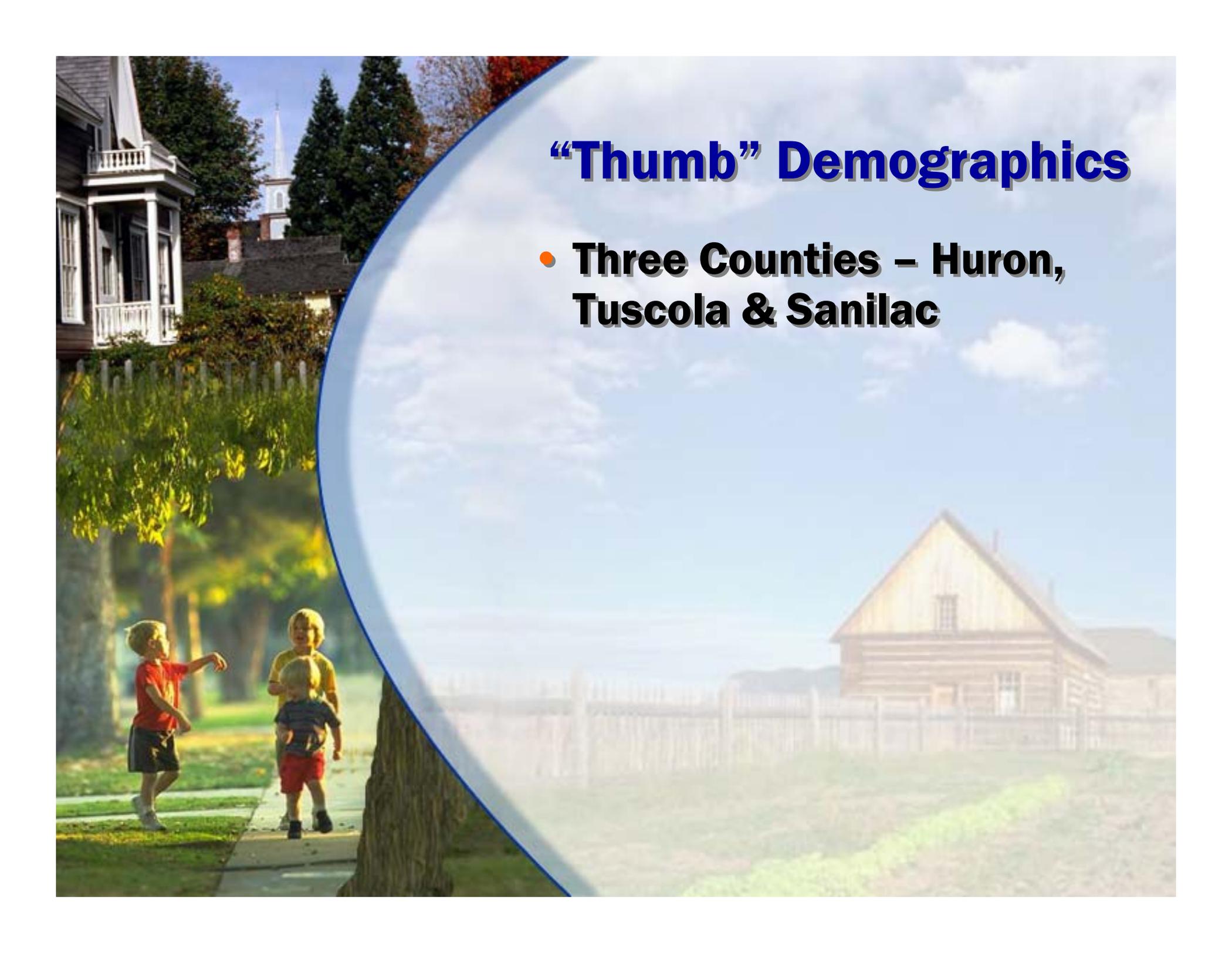
History of Air Advantage

U.S. Chamber of Commerce
Blue Ribbon
Small Business Award
2006



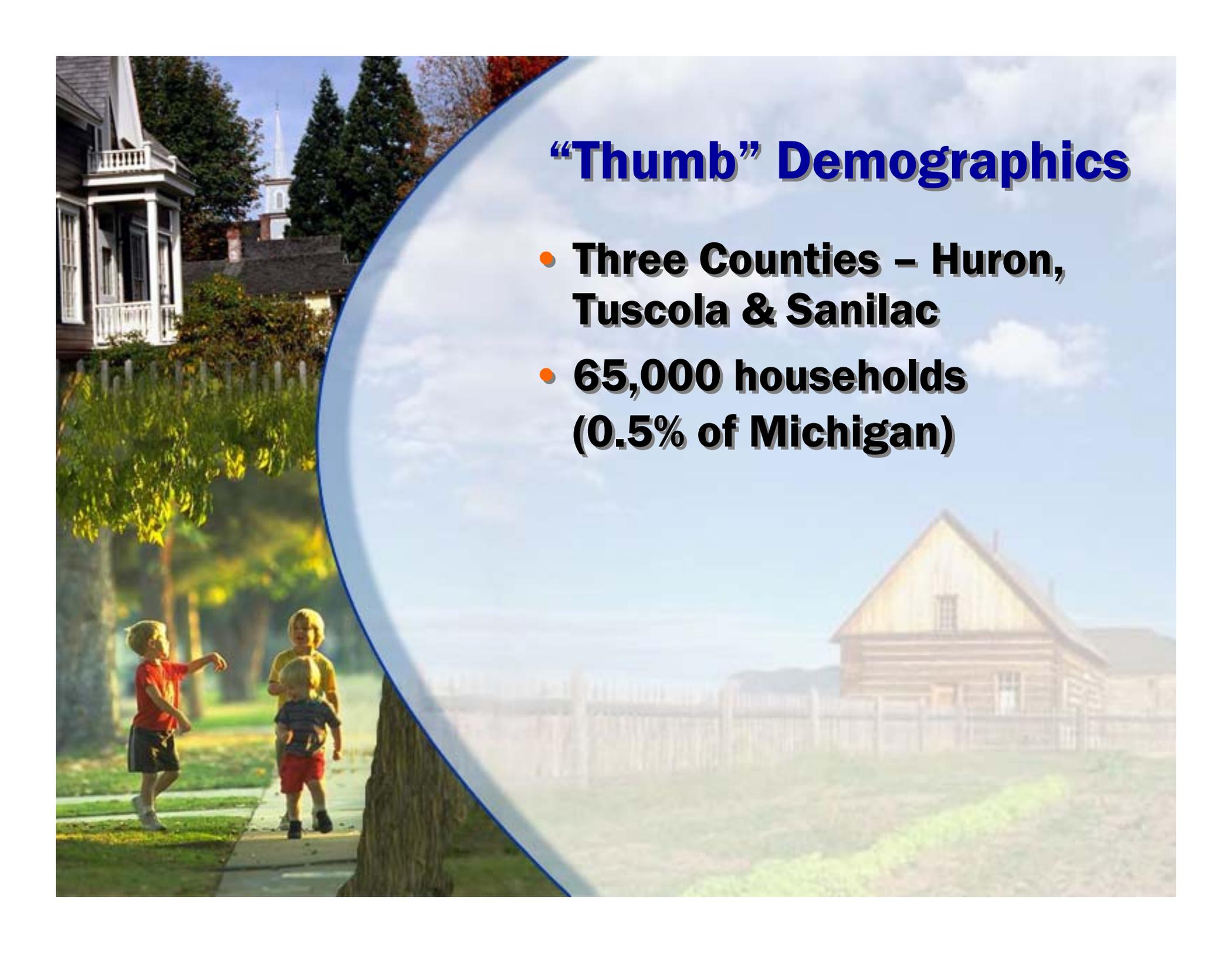
Air Advantage Serves the “Thumb”





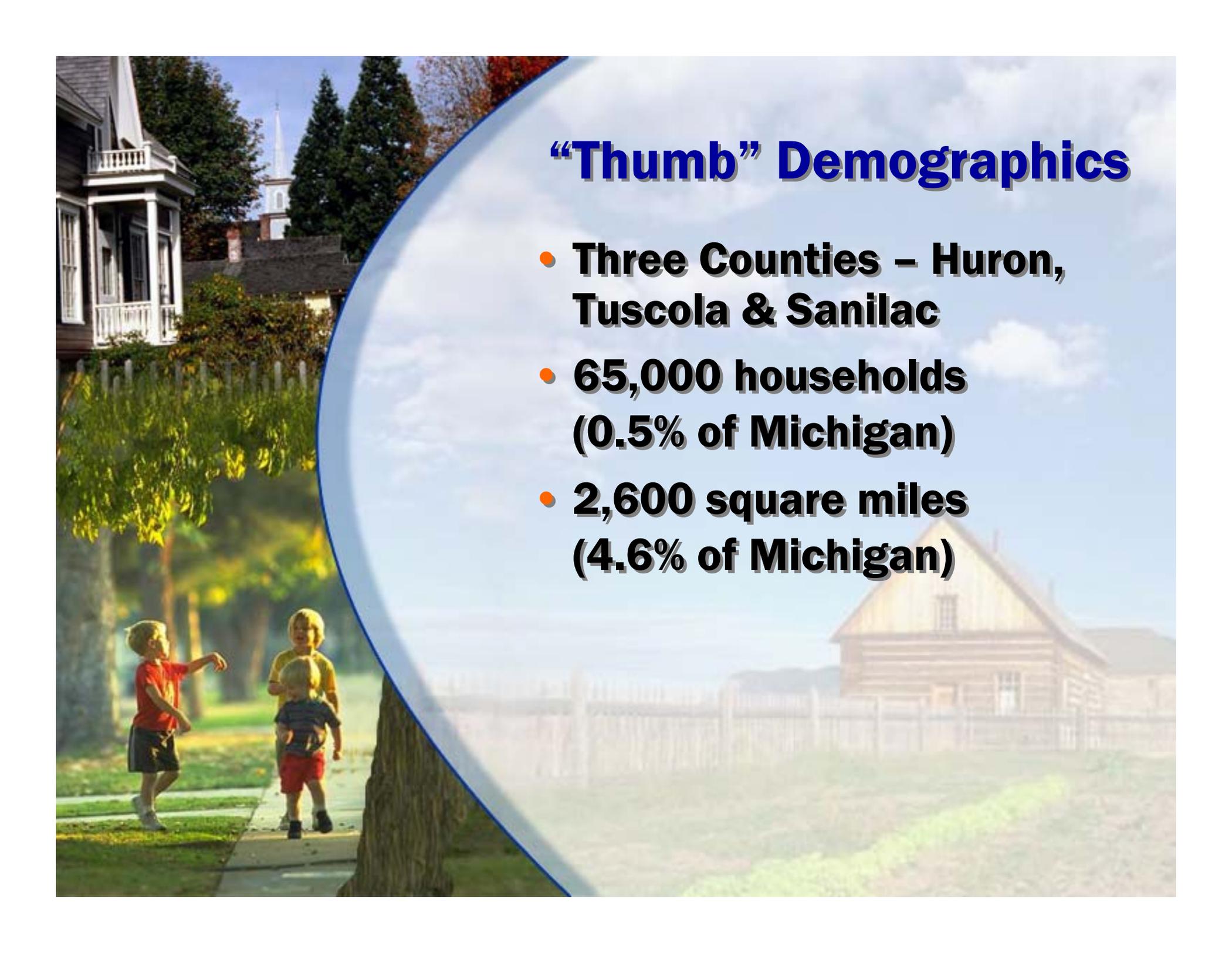
“Thumb” Demographics

- **Three Counties – Huron, Tuscola & Sanilac**



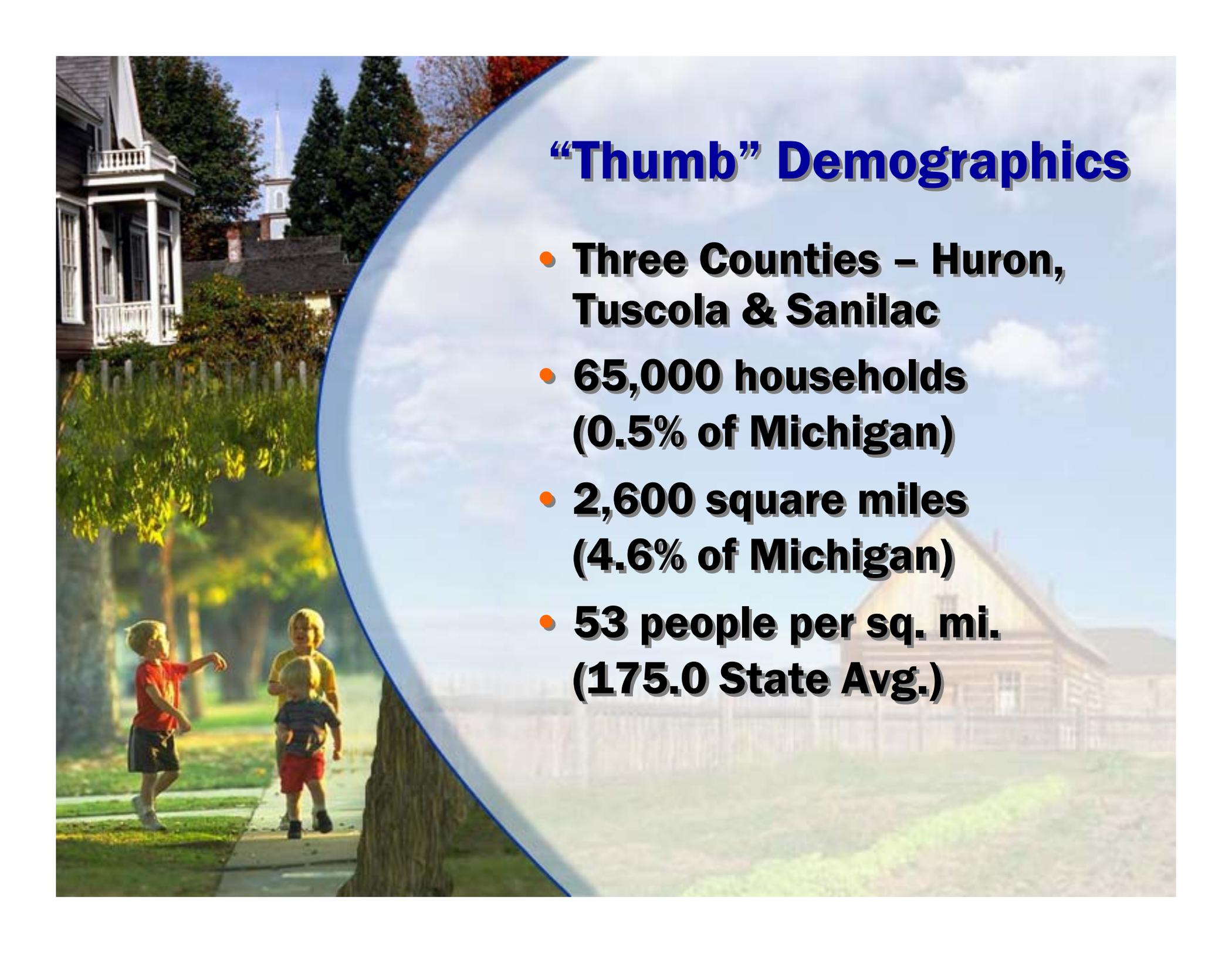
“Thumb” Demographics

- **Three Counties – Huron, Tuscola & Sanilac**
- **65,000 households (0.5% of Michigan)**



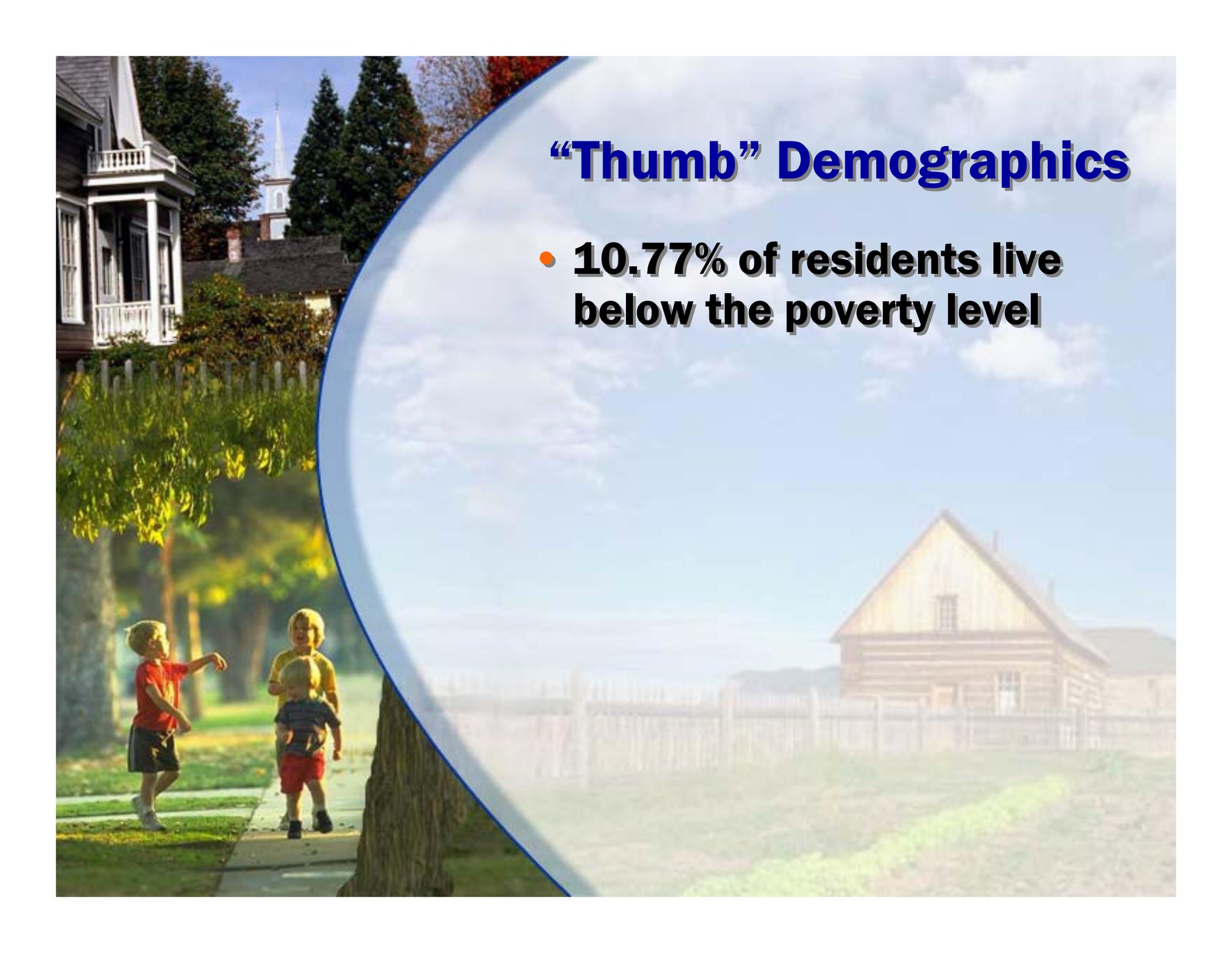
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- **Three Counties – Huron, Tuscola & Sanilac**
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- **2,600 square miles (4.6% of Michigan)**



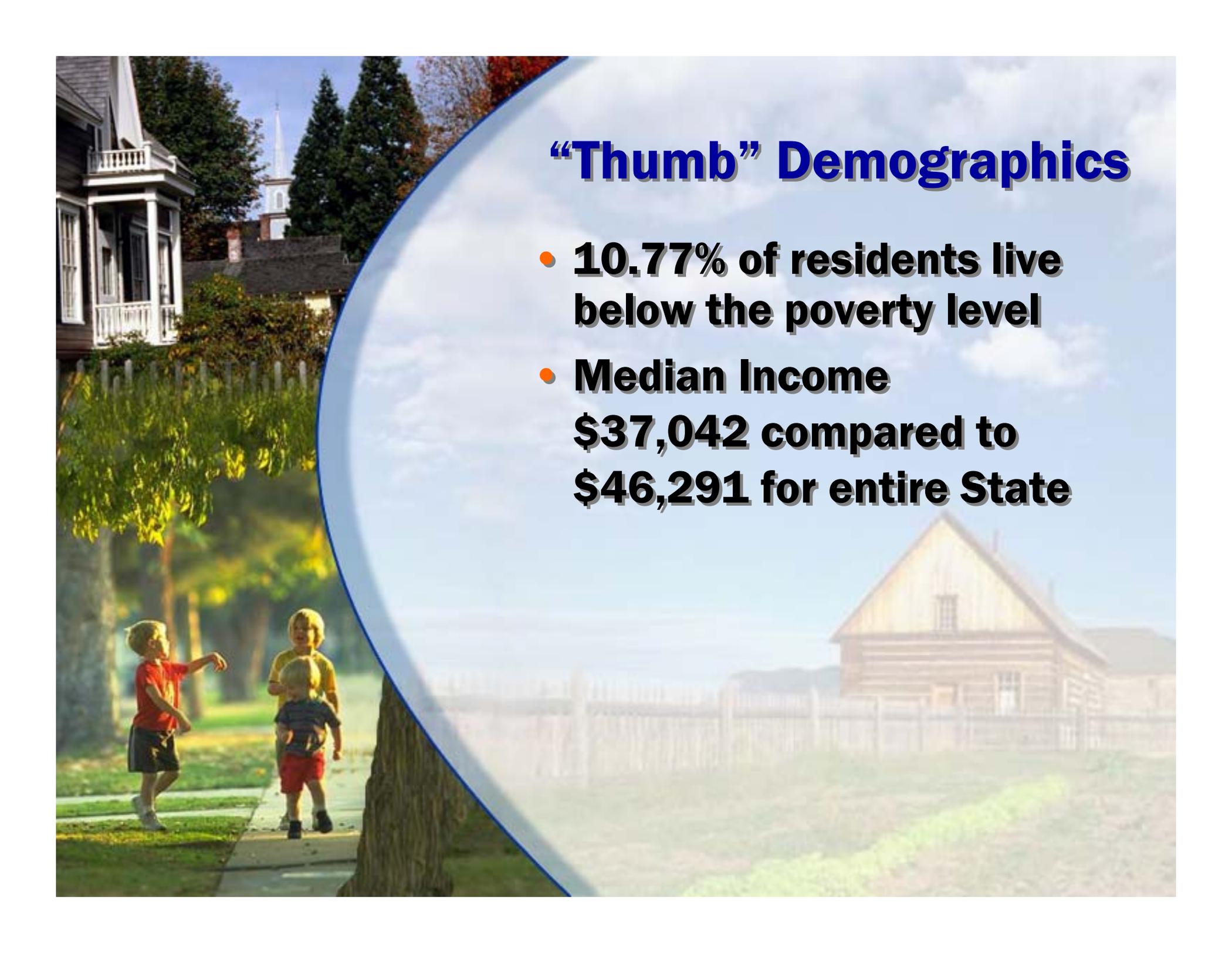
“Thumb” Demographics

- **Three Counties – Huron, Tuscola & Sanilac**
- **65,000 households (0.5% of Michigan)**
- **2,600 square miles (4.6% of Michigan)**
- **53 people per sq. mi. (175.0 State Avg.)**



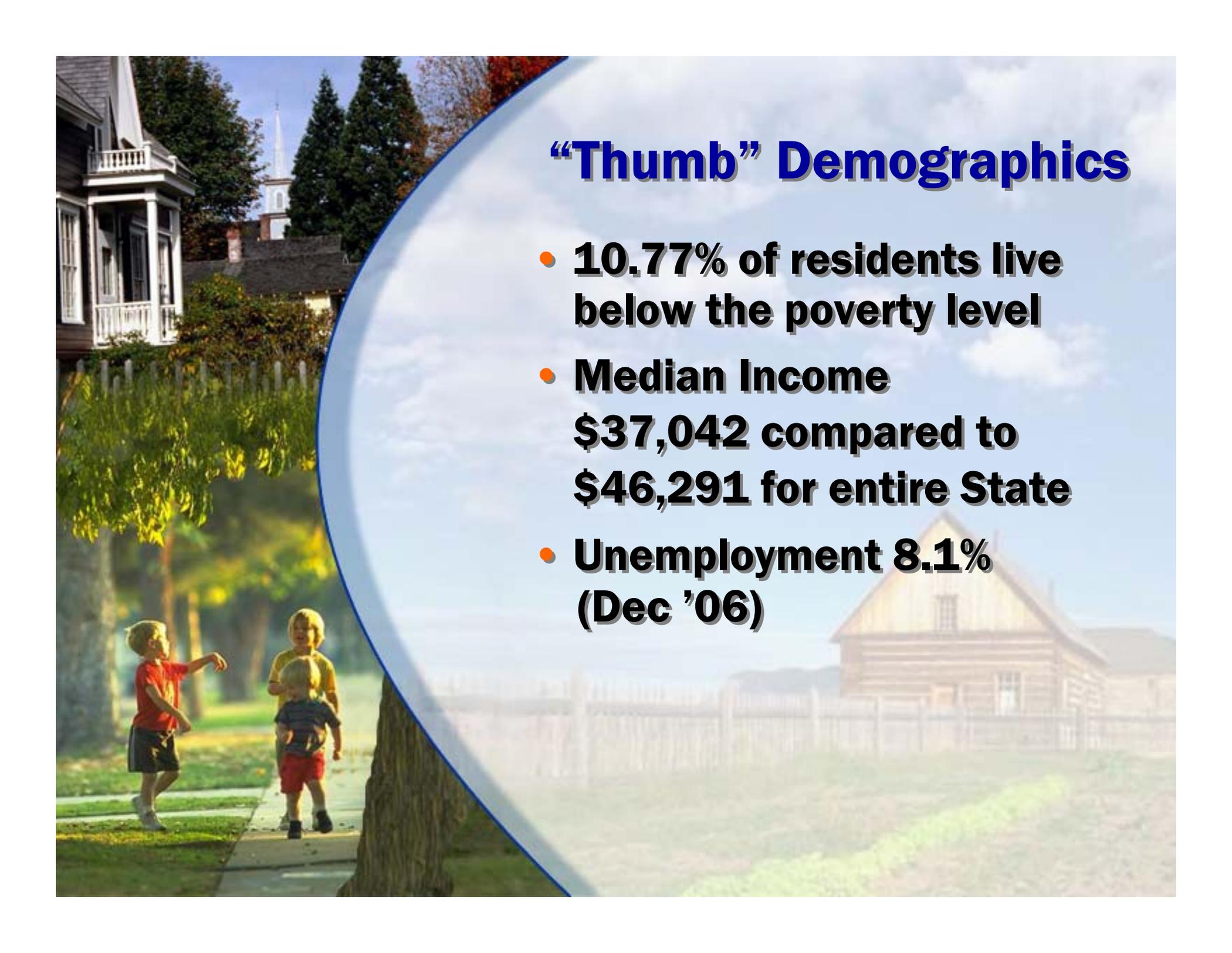
“Thumb” Demographics

- **10.77% of residents live below the poverty level**



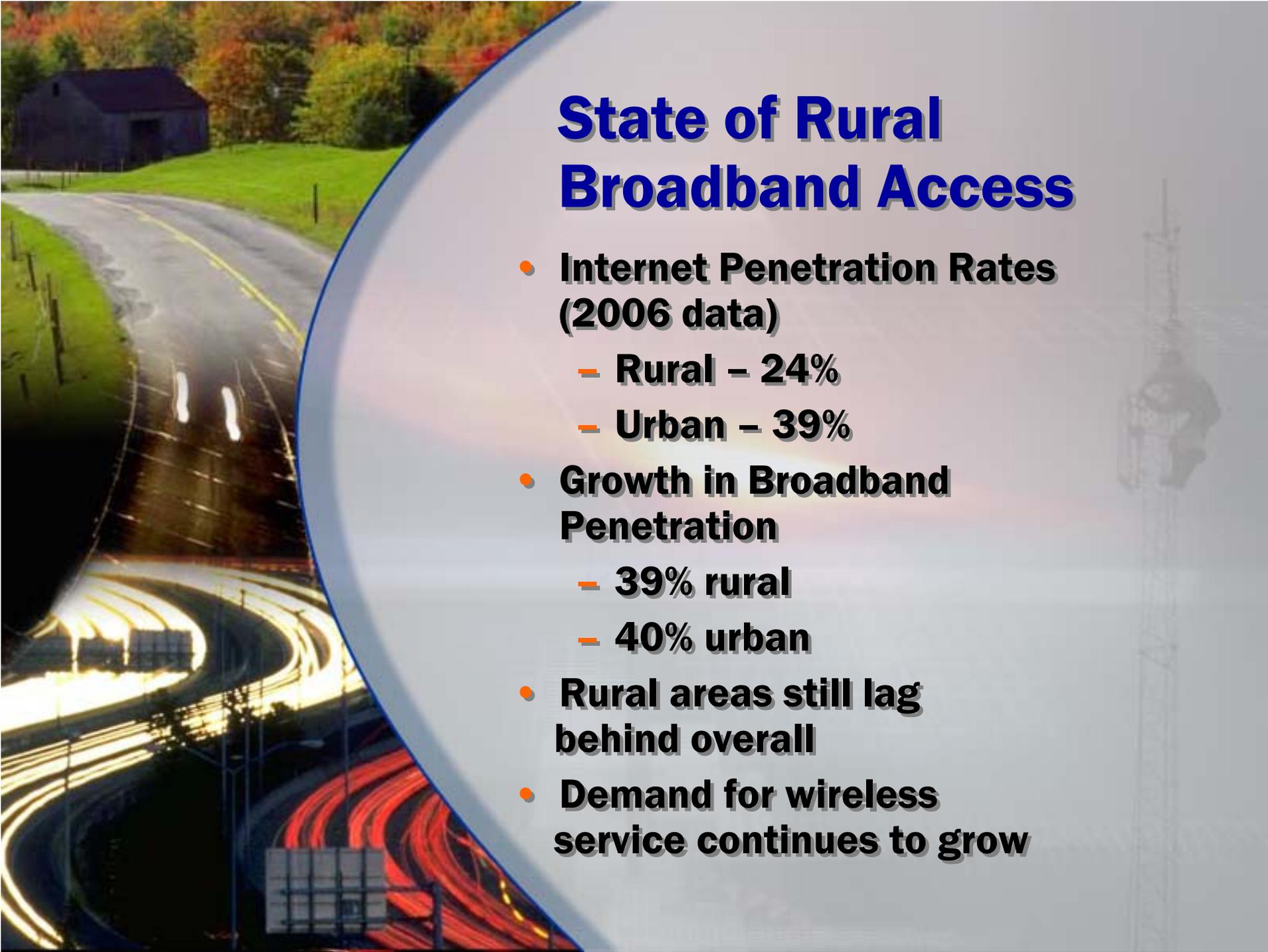
“Thumb” Demographics

- **10.77% of residents live below the poverty level**
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“Thumb” Demographics

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- **Median Income \$37,042 compared to \$46,291 for entire State**
- **Unemployment 8.1% (Dec '06)**



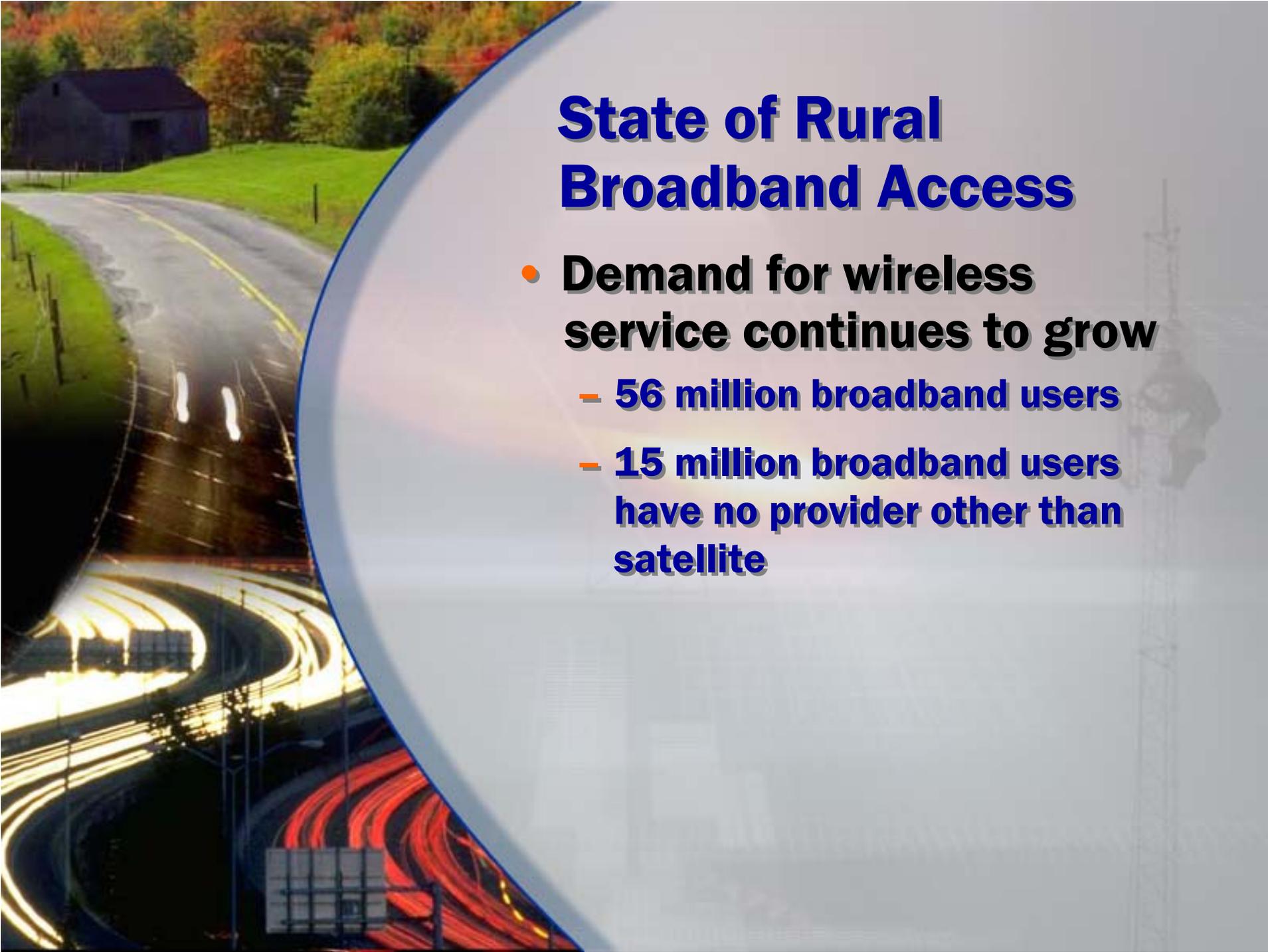
State of Rural Broadband Access

- **Internet Penetration Rates (2006 data)**
 - Rural – 24%
 - Urban – 39%
- **Growth in Broadband Penetration**
 - 39% rural
 - 40% urban
- **Rural areas still lag behind overall**
- **Demand for wireless service continues to grow**



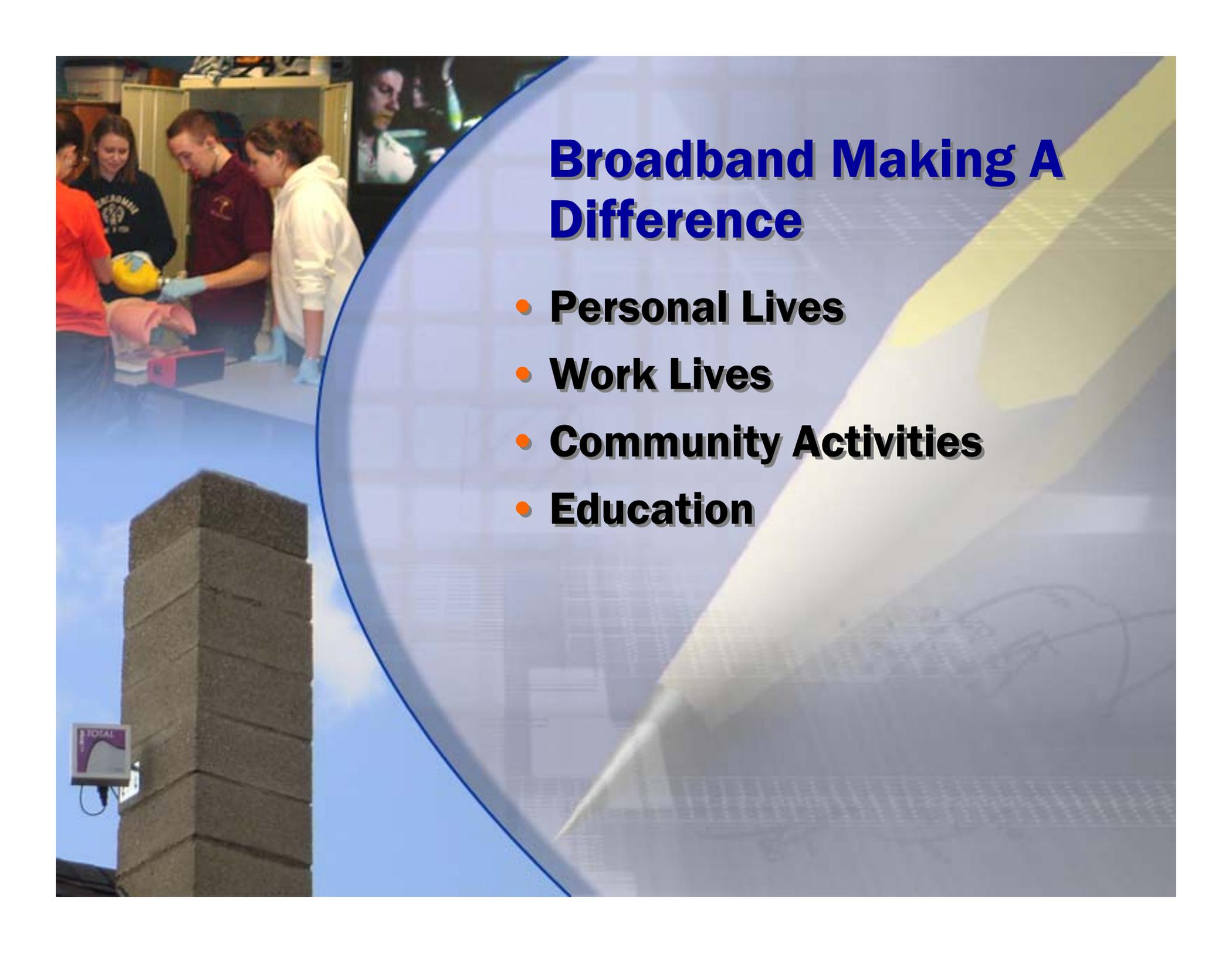
State of Rural Broadband Access

- **Demand for wireless service continues to grow**
 - **56 million broadband users**



State of Rural Broadband Access

- **Demand for wireless service continues to grow**
 - **56 million broadband users**
 - **15 million broadband users have no provider other than satellite**



Broadband Making A Difference

- **Personal Lives**
- **Work Lives**
- **Community Activities**
- **Education**



Broadband Making A Difference

- **Personal Lives**
 - **On-line shopping**



Broadband Making A Difference

- **Personal Lives**
 - **On-line shopping**
 - **On-line activities**



Broadband Making A Difference

- **Personal Lives**
 - **On-line shopping**
 - **On-line activities**
 - **On-line research**



Broadband Making A Difference

- **Personal Lives**
 - **On-line shopping**
 - **On-line activities**
 - **On-line research**
 - **On-line entertainment**



Broadband Making A Difference

- **Business Lives**
 - **Telecommuting**

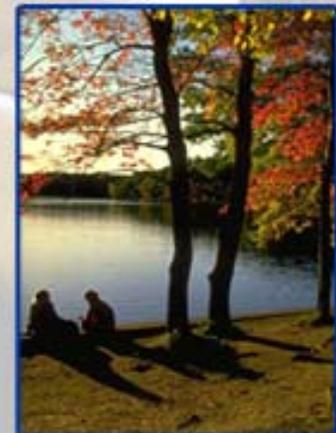


Broadband Making A Difference

- **Business Lives**
 - **Telecommuting**
 - **Increased Efficiencies**

Broadband Making A Difference

- **Business Lives**
 - **Telecommuting**
 - **Increased Efficiency**
 - **People live where they want to live**





Broadband Making A Difference

- **Business Lives**
 - **Connecting to the World**
 - **One small insurance company**



Broadband Making A Difference

- **Community Activities**
 - **Getting involved in High School Sports**



zcast -- Live Portal - Windows Internet Explorer
http://zcast01.zimco.net/basketball/portal.php?team1=Frankenmuth&team2=Dulock_Creek&event_id=81

Starters: Green Currently Playing: Gray

Frankenmuth 90 Feds 51

Player	Pts	Fouls
#04 Keith	9	1
#05 Shelton	2	1
#12 Redford	26	0
#14 Narchandain	24	2
#20 Antrabon	2	0
#22 Benschul	8	4
#23 Woodie	2	0
#24 Wisniewski	5	0
#30 Kadd	6	3
#32 Bensch	2	2
#33 Gibson	4	0
#42 Cormier	0	0

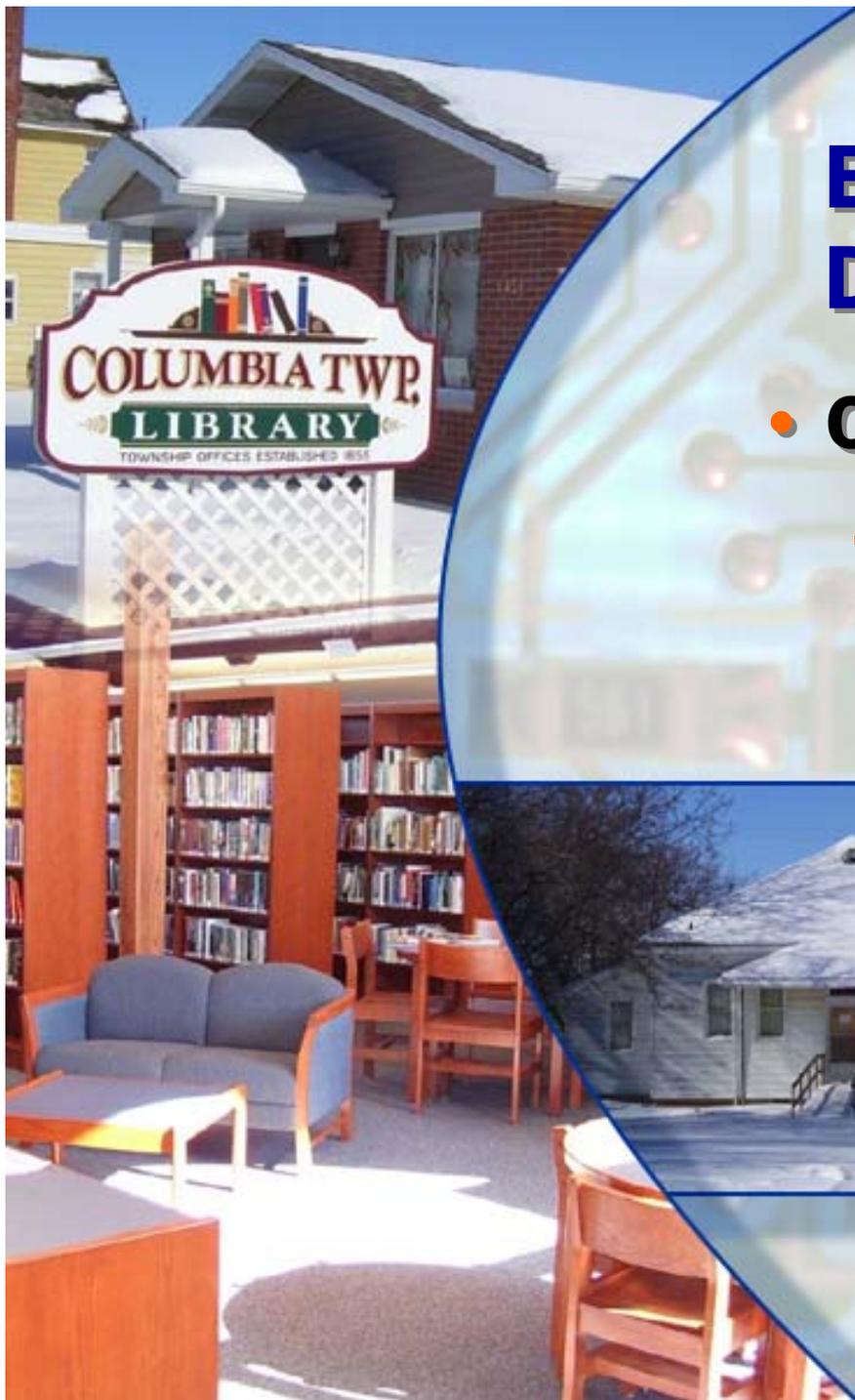
Player	Pts	Fouls
#05 Peterson	8	1
#10 Yatch	13	1
#12 Williams	2	1
#14 Hendrick	2	0
#20 Berghoff	3	2
#22 Dima	9	4
#24 Defron	2	0
#30 Copps	4	0
#32 Michels	0	0
#40 Mack	0	4
#42 Kild	2	2
#53 Kinsane	6	0

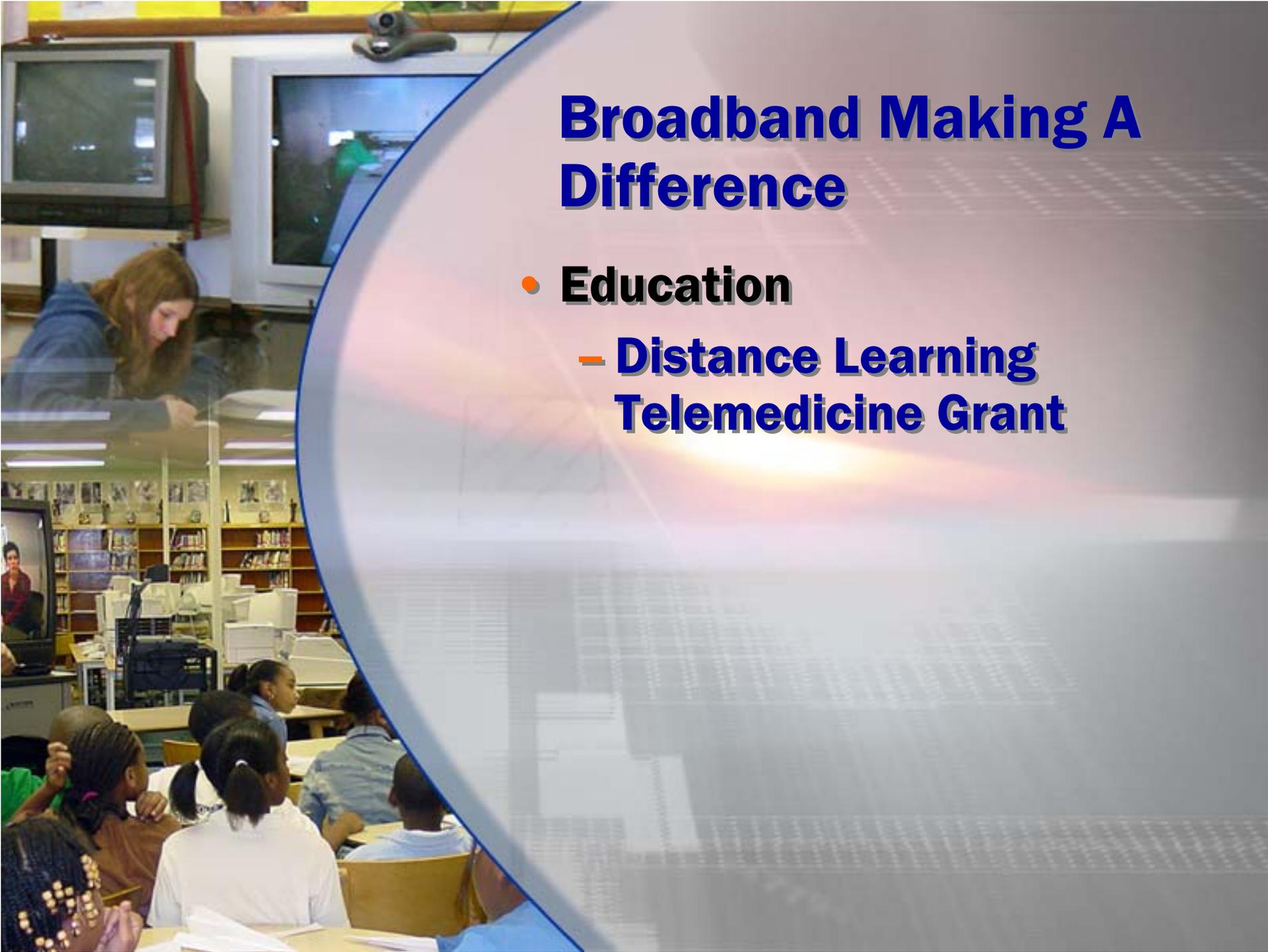
Time 0:00 Quarter 1st

Game Stats Updated - Fri Feb 16 15:14

Broadband Making A Difference

- **Community Activities**
 - **A New Library**
 - **RUS Community Connect Broadband Grant**



A photograph of a classroom. A teacher with long brown hair, wearing a blue hoodie, is leaning over a desk on the left, looking at a computer monitor. In the foreground, several students are seated at desks, facing away from the camera. The room has bookshelves filled with books and other classroom equipment. A large, semi-transparent circle with a blue border is overlaid on the right side of the image, containing the main title and a bulleted list.

Broadband Making A Difference

- **Education**
 - **Distance Learning**
 - **Telemedicine Grant**

Broadband Making A Difference

- **Education**
 - **Distance Learning Telemedicine Grant**
 - **\$490,000 grant to serve seven rural school districts**



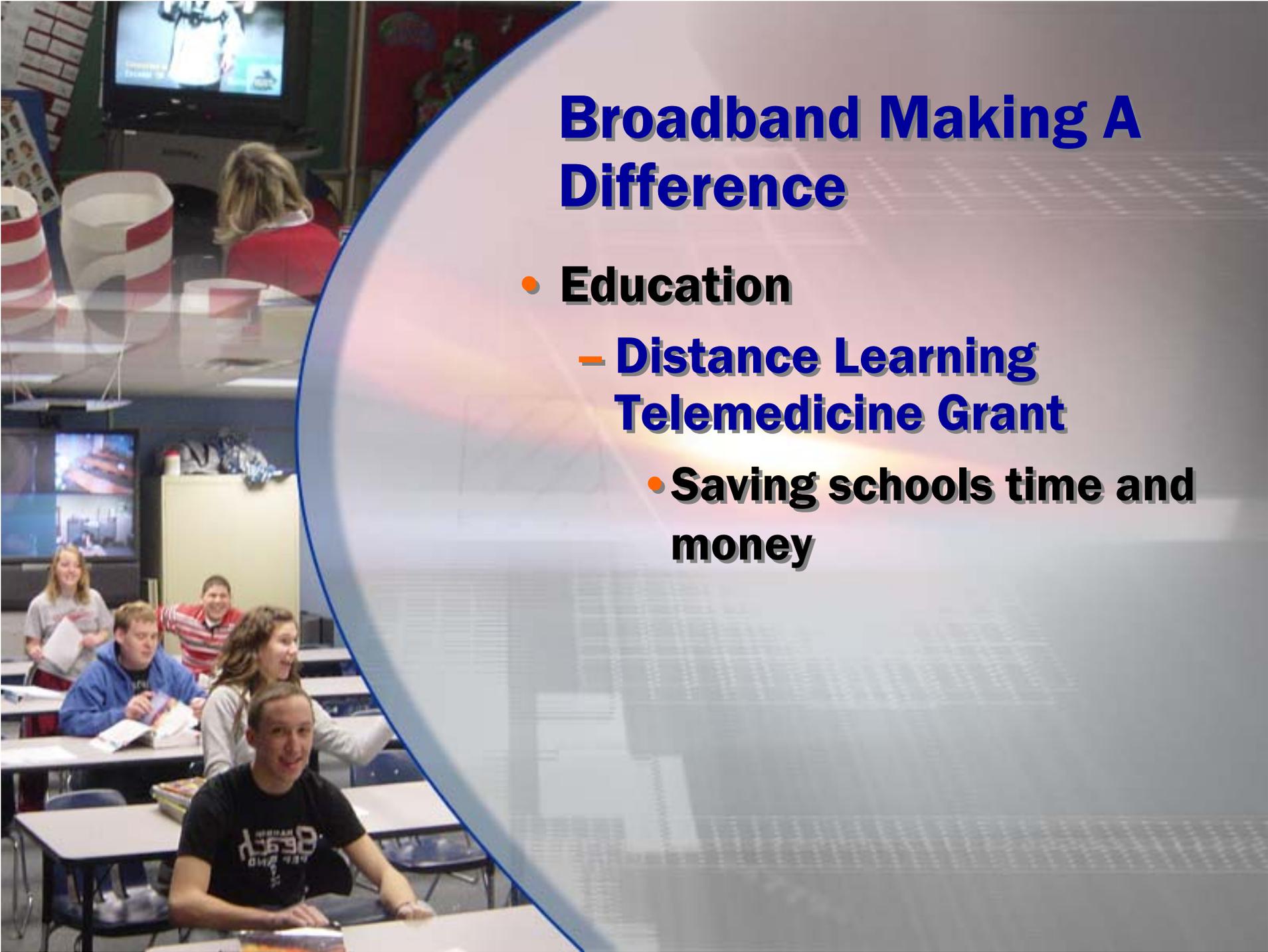
Broadband Making A Difference

- **Education**

- **Distance Learning
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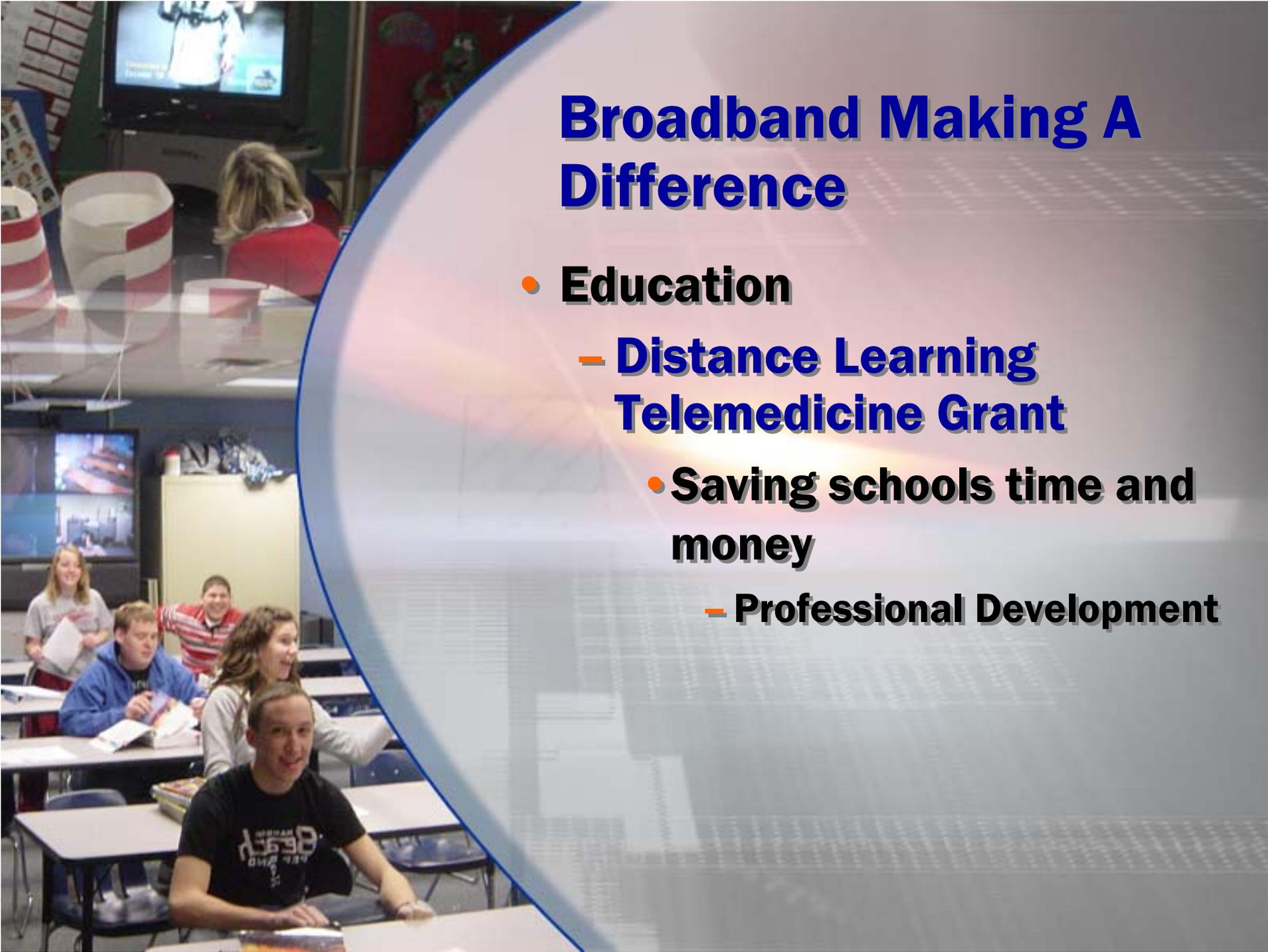
- **Students are afforded opportunities otherwise not available**





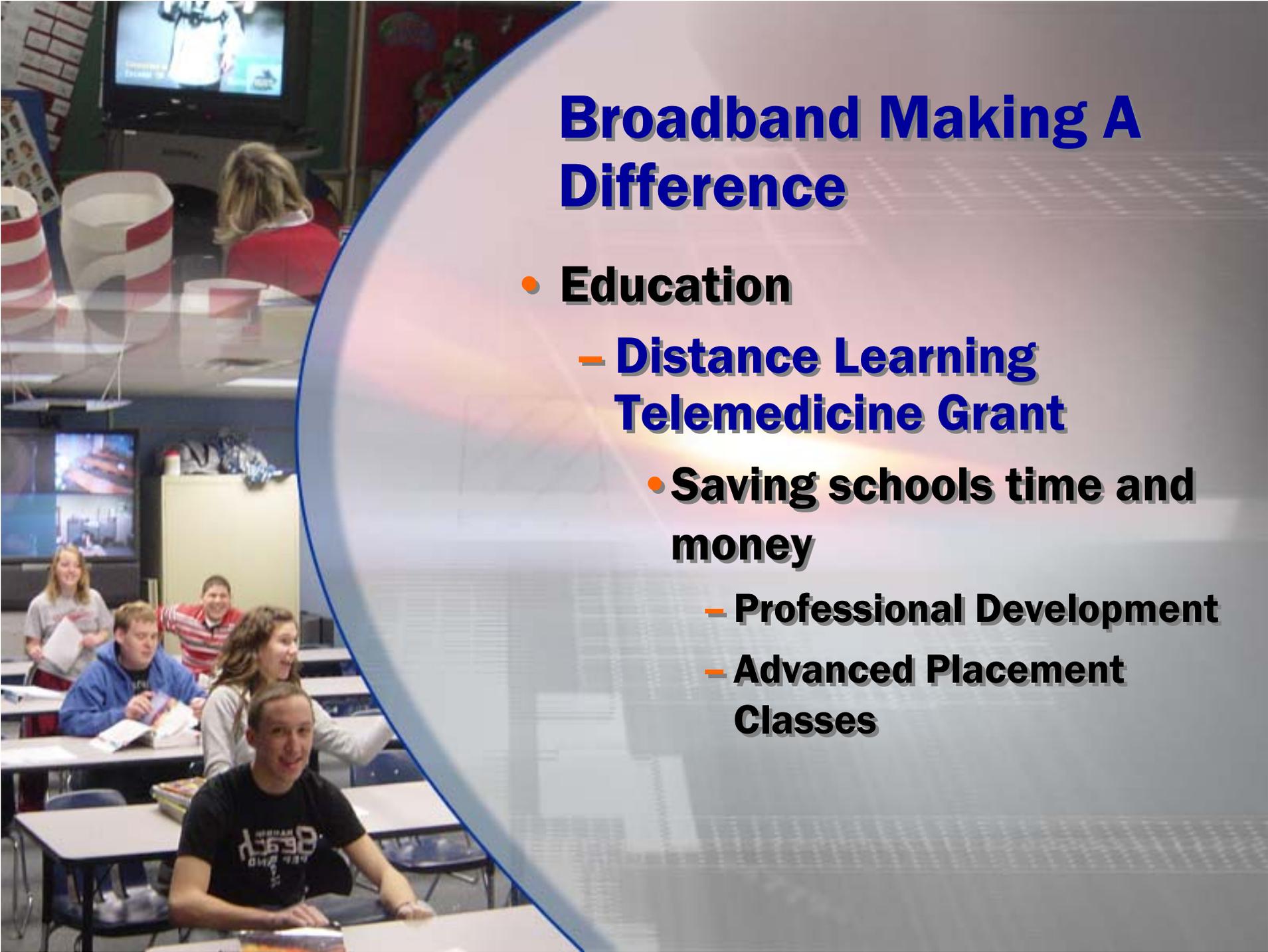
Broadband Making A Difference

- **Education**
 - **Distance Learning**
 - **Telemedicine Grant**
 - **Saving schools time and money**



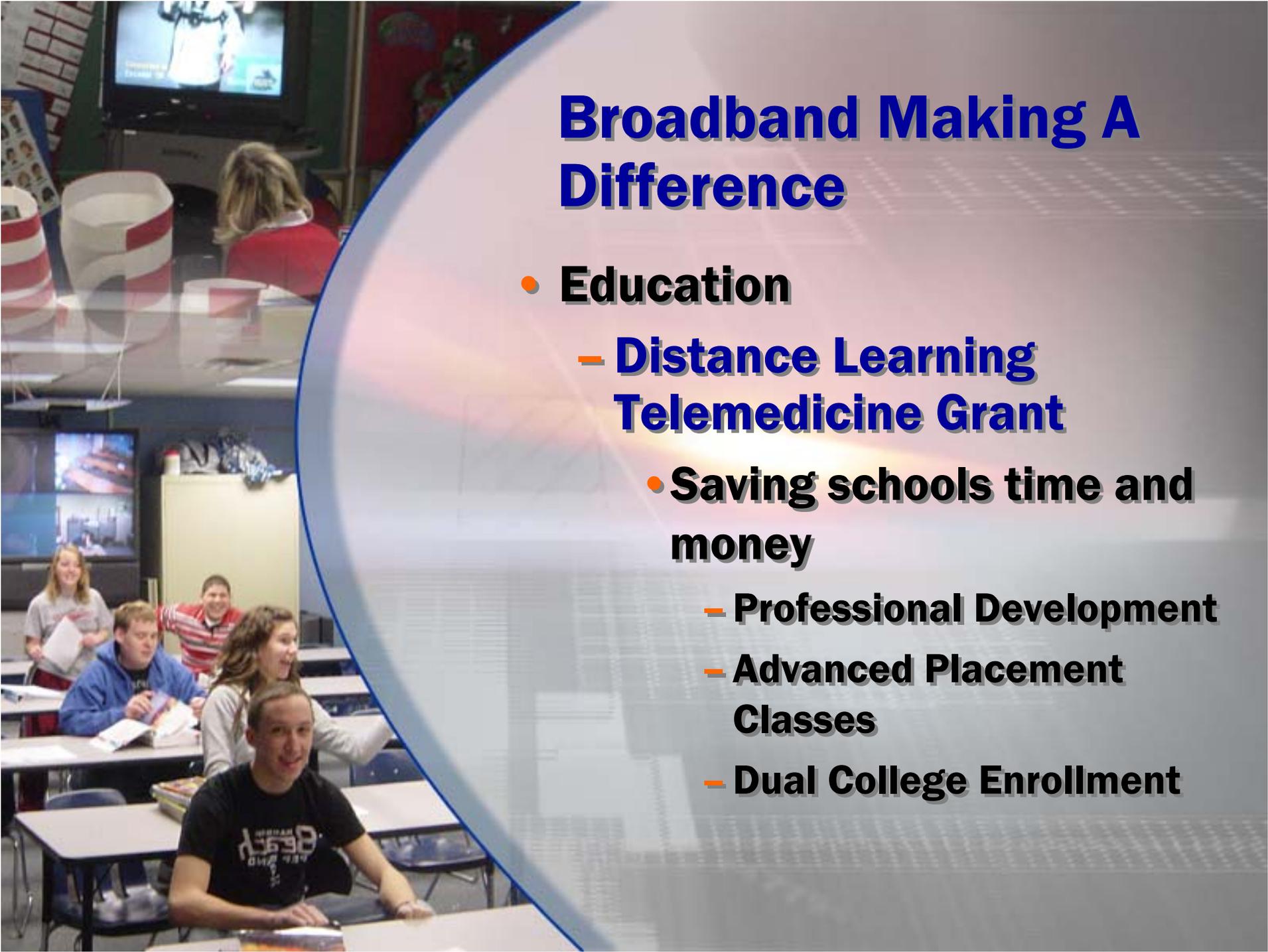
Broadband Making A Difference

- **Education**
 - **Distance Learning**
 - **Telemedicine Grant**
 - **Saving schools time and money**
 - **Professional Development**



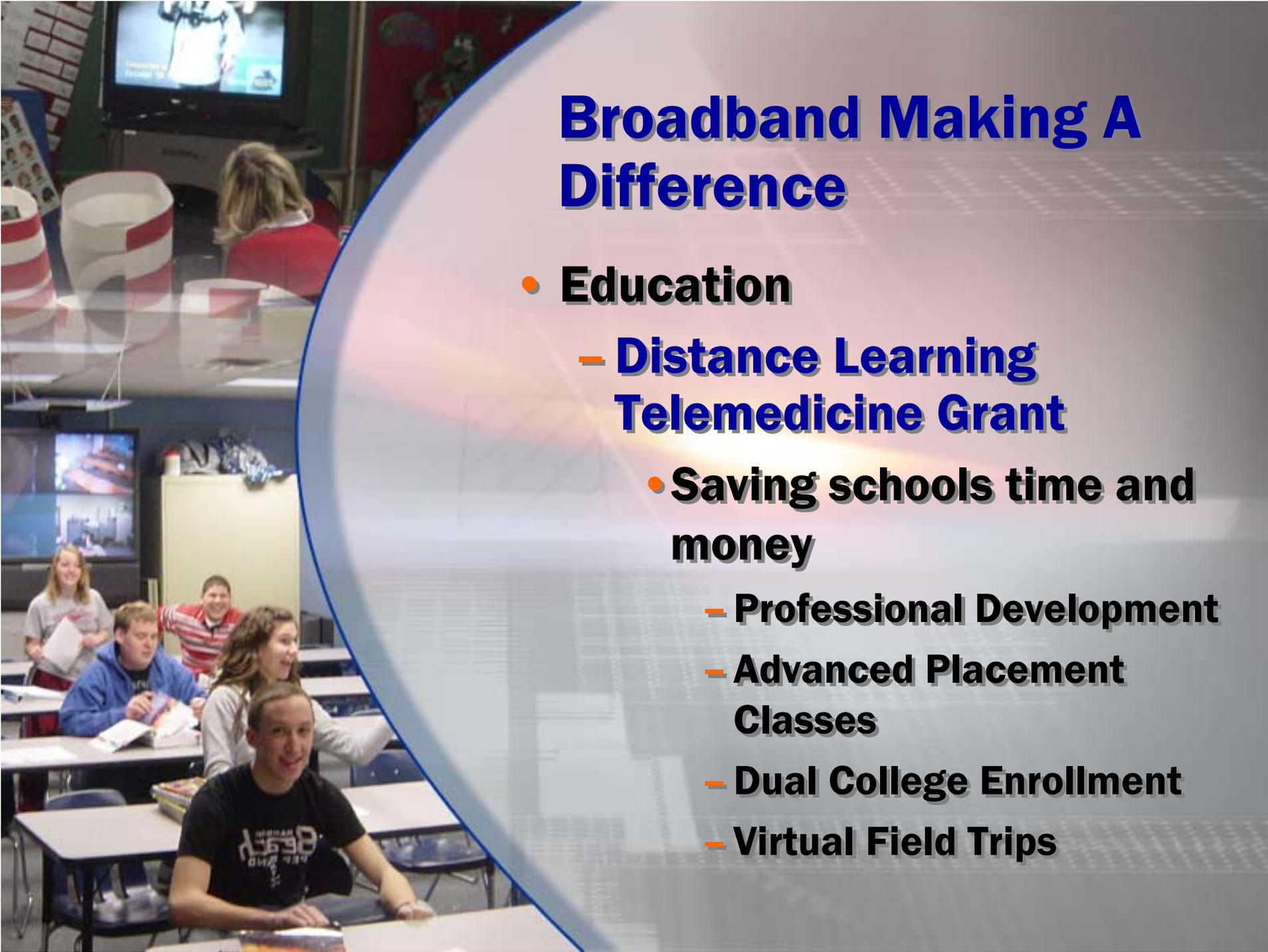
Broadband Making A Difference

- **Education**
 - **Distance Learning**
 - **Telemedicine Grant**
 - **Saving schools time and money**
 - **Professional Development**
 - **Advanced Placement Classes**



Broadband Making A Difference

- **Education**
 - **Distance Learning**
 - **Telemedicine Grant**
 - **Saving schools time and money**
 - **Professional Development**
 - **Advanced Placement Classes**
 - **Dual College Enrollment**



Broadband Making A Difference

- **Education**

- **Distance Learning
Telemedicine Grant**

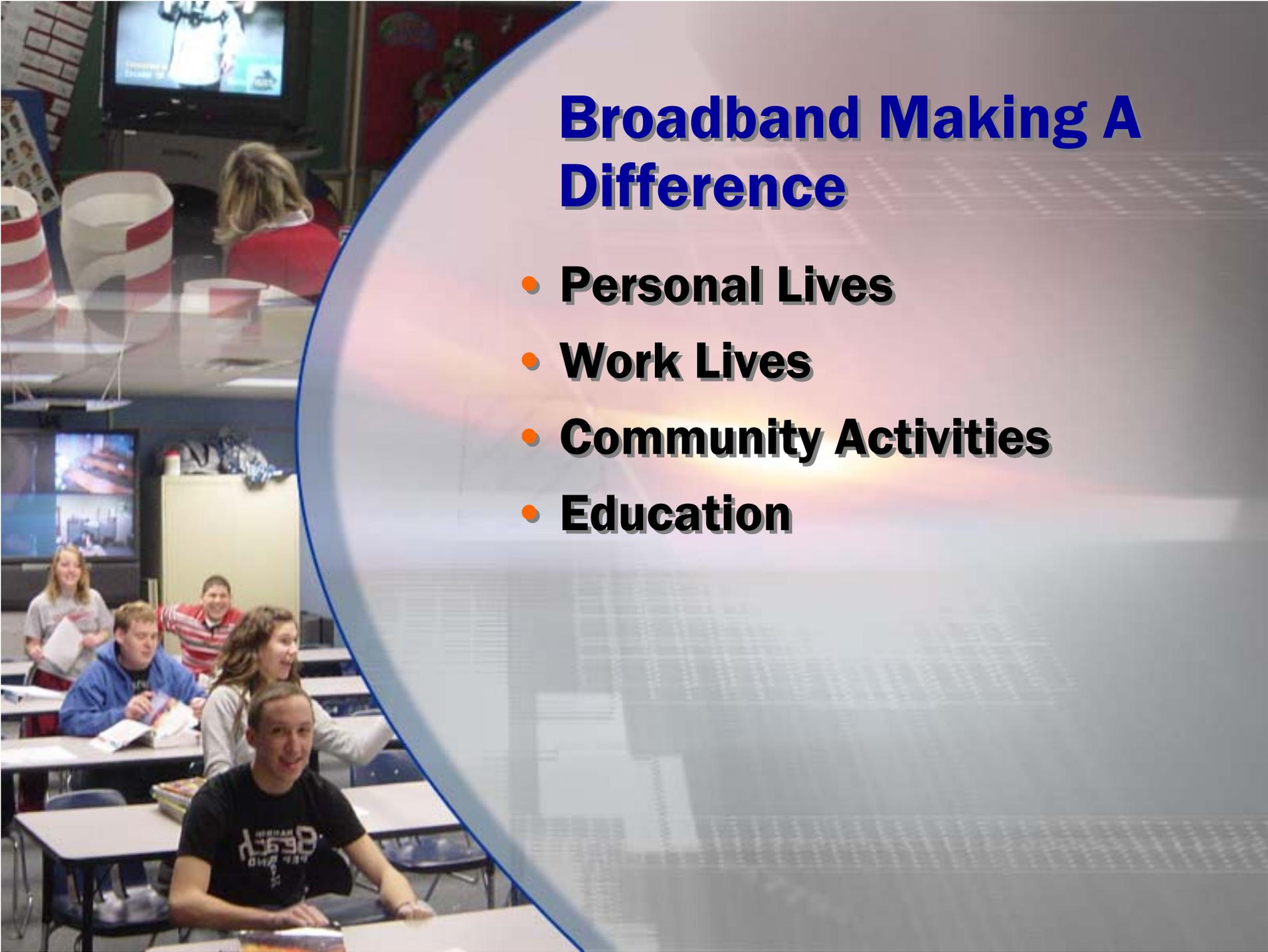
- **Saving schools time and money**

- **Professional Development**

- **Advanced Placement
Classes**

- **Dual College Enrollment**

- **Virtual Field Trips**



Broadband Making A Difference

- **Personal Lives**
- **Work Lives**
- **Community Activities**
- **Education**

Questions

Contact Information:

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