



FOR IMMEDIATE RELEASE
October 31, 2007

Contact: Amy Madden Copp
Phone: 970-212-0718
Email: amym@frii.com
URL: www.frii.com

Are You Getting Enough Fiber in Your Business Diet?

FORT COLLINS, CO—FRII, a leading Colorado ISP, is expanding its reach of fiber services for businesses and developments statewide. Latest additions include new reaches into Greeley and Grand Junction as well as expanded services in Fort Collins.

Many businesses are still unfamiliar with the benefits of using Ethernet over Fiber in their environments. Ethernet over Fiber is a premium business-class Internet service. It offers the lowest latency, the best performance and the best redundancy with much faster speeds than other options. This option is a more affordable replacement to DS3 or OC3 or even multiple T1s.

“To give some perspective on how fast Fiber is compared to other types of bandwidth delivery (DSL, cable and some T-1 connections offer from 1.5mb to 6mb transfer rates), Fiber can offer up to 10Gbps,” says FRII’s CEO, Bill Ward. “The real distinction however is in latency – the time delay between IP packet transmissions. Fiber operating at 1.5mb to 1000mb provides 1-5 millisecond latency. DSL is typical at 10-30 millisecond latency, and cable has been seen as high as 50-100 millisecond latency. On average, cable operates at about 35 milliseconds and DSL runs at 10-20 milliseconds. A T-1 will perform at 10-15 milliseconds routinely. Fiber operating at the same bandwidth will be faster simply because of lower latency.”

Businesses will find fiber best suited for mission critical applications, large data backups, redundant server locations, and other cases where high reliability and speed are essential. Reliability is achieved by creating a ring configuration of fiber so at least two paths exist to the provider. A fiber cut at one location does not take the ring out of commission. Very few other types of circuits offer such redundancy and then only at a premium cost.

Security is a huge benefit of fiber. Unlike copper transmission lines used by telcos, fiber optic cables are made of glass strands and only transmit light. Copper lines transmit a small amount of energy that can be monitored without tapping into the cable. Fiber does not leak light and cannot be monitored. Fiber provides a much more secure environment where that is important.

FRII is expanding its reach of fiber services for businesses and developments statewide. Latest additions include new reaches into Greeley, Colorado Springs and Grand Junction as well as expanded services in Fort Collins. In northern Colorado, FRII delivers Ethernet over fiber throughout Fort Collins and Loveland including the Crossroads and 2534 areas.

Businesses currently using fiber are diverse in their locations and industries. Some of FRII’s current customers include New Belgium Brewery, Pikes Peak Library District, Burns Marketing, Thompson School District and the Larimer County Fairgrounds and Events Complex. While their business needs are different, all utilize Internet access as a critical element of their day to day operations and need to be assured that it will be available when they need it with enough speed for everyone relying on it.

Fiber is used in municipal applications as well. The cities of Fort Collins and Loveland have installed a vast network of fiber among their various locations and among most of their traffic lights and light poles. Fort Collins controls sequencing of traffic lights using computer control and the fiber to communicate with each light controller. Poudre School district also makes use of an extensive network of fiber optic cable among their schools. Communications and Internet access are among the many applications used.

Mike Weihrauch, Infrastructure Manager for New Belgium Brewery shared, “We selected ethernet over fiber from FRII for several reasons. First, we have been a FRII customer for many years and the customer service and care we have received has been impeccable. Second, we were upgrading our environment to deploy a new Voice over IP phone system. FRII’s offering gave us ample speed with the lowest latency possible. And, they have QoS (quality of service) enabled throughout their network so I know that I can pass my VoIP traffic over their connection and have the best performance possible.”

FRII has also been doing work with visionary developers who recognize the implications of this on future business operations. They are laying conduit with other utilities during the construction phase to make fiber delivery faster and more affordable for their tenants later. Current developments offering this include:

Crossroads Plaza <http://www.loopnet.com/xNet/MainSite/Flash/Profile.aspx?LID=15340835>
Seven Generations Office Park (www.7genllc.com)

Front Range Village (<http://www.bayerproperties.com/files/FtCollinsLRPitchbook.pdf>)

Until quite recently, Fiber was available in a rather limited area. Expansion efforts have made it more affordable and broadened the reach. FRII can now provide Ethernet over Fiber services in these Colorado markets:

AIRFORCE ACADEMY	EVERGREEN
ARVADA	FOUNTAIN
AURORA	FRUITA
MONAGHAN	FORT COLLINS MAIN
BRIGHTON	GRAND JUNCTION
GUNBARREL	GOLDEN
BOULDER	GREELEY
BLACK FOREST	LOOKOUT MTN
BROOMFIELD	LAKESWOOD
COAL CREEK CANYON	LONGMONT
COLORADO SPRINGS	LOVELAND
PIKEVIEW	LARKSPUR
STRATMOOR	HIGHLANDS RANCH
CASTLE ROCK	LITTLETON
CAPITOL HILL	MONUMENT
COLUMBINE	MANITOU SPRINGS
CURTIS PARK	MORRISON
COTTONWOOD	NEDERLAND
DRY CREEK	NORTHGLEN
DENVER	NIWOT
MONTBELLO	PUEBLO MAIN
SMOKY HILL	PUEBLO SUNSET
SULLIVAN	PARKER
ABERDEEN	SECURITY
ENGLEWOOD	TABLE MESA
ERIE	WESTMINSTER