

## What is fiber internet?

Fiber is the market's leading technology for delivering wired internet. It uses small, flexible strands of glass encased in a protective sleeve, known as a fiber-optic cable, to connect to the internet at blazingly fast speeds. This is achieved by transmitting information — movies, music, video conferencing, online gaming, websites, emails and more — using a beam of light along the individual strands within the fiber-optic cables. While these cables are extremely small, they can carry huge amounts of data at the speed of light.

## How is fiber better than other technologies like coax cable?

There are several ways to connect to the internet today, including DSL, cable and wireless. Fiber connections are superior to each of them in several ways. The three most important differences are:

**Upload/Download Symmetry** – Fiber provides a symmetrical service, meaning data flows at the same speed both ways — uploading and downloading. Other legacy technologies like coax cable only offer asymmetrical service, where download speeds are much faster than upload speeds. With more and more families using their homes as both the office and school these days, robust upload speeds are critical to video conferencing, streaming videos or saving files to the office server.

**Capacity** – Fiber can quickly and easily transmit massive amounts of data that other technologies simply can't do in a reasonable amount of time. Full-length movies that take 10+ minutes to download using other technologies can be downloaded in less than one minute using fiber. Fiber also has the capacity to handle multiple connected devices, all uploading and downloading at the same time.

**Speed** – Fiber provides the fastest connection possible, literally the speed of light, and can reach up to 16 times the average download speed of most cable connections.

## How is ZiPLY Fiber better?

ZiPLY Fiber is building the most advanced fiber network that is purpose-built for the internet. Unlike other companies whose technology was originally designed when only TV or telephone calls mattered, ZiPLY Fiber is building a modern network expertly architected for today's increasing digital demands — Consistently On, Reliably Fast, Confidently Ready and Honestly Local.

**Consistently On** – Better internet doesn't go down. ZiPLY Fiber engineers its core and aggregation networks to be fully redundant, with a dual infrastructure that maintains customer connections even when issues arise. This allows ZiPLY customers to enjoy their online experience with zero disruption. Redundancy also eliminates the need to take the network down to complete upgrades and repairs.

**Reliably Fast** – To ensure effective redundancy, ZiPLY Fiber manages its network to 40% of capacity at peak hours, unlike other companies who run their components at 80%+ capacity with no room to support a failure. So even at the busiest time, no part of ZiPLY Fiber's network is working more than 40% of what it can handle. In fact, when the network reaches 30% utilization, the company starts expanding capabilities. That way, if an individual component fails (which happens from time to time) there's always headroom elsewhere on the network to share the load so customers continue to enjoy the same reliably fast internet. Even if an outage occurs, ZiPLY Fiber customers won't notice, thanks to the company's dual network infrastructure, low-capacity limits and ability to reroute traffic.

**Confidently Ready** – A network is only as good as the design, technology and investment put into it. While many Northwest cities and towns have been forgotten by national providers, ZiPLY Fiber's sole focus is the four-state footprint of Washington, Oregon, Idaho and Montana. Much of ZiPLY's first year was spent upgrading its central offices, building redundancies to avoid service interruptions, updating routing to steer clear of congestion across the broader internet and coordinating direct peering and regional caching with hundreds of major content and edge providers. This ensures that content is accessible directly on the fiber backbone and can be accessed more quickly.

**Honestly Local** – ZiPLY Fiber believes everyone in the Northwest deserves the best internet and connected experiences possible. While national providers have largely ignored the region and many of its smaller and more rural towns, ZiPLY Fiber is all-in on the Northwest. Our headquarters and network operations are based

here, our major regional offices are here, and we're led by teams, technologists and executives who live here, grew up here and love being local.

###