

Get Connected BrightRidge®

A Publication for Customers of BrightRidge

October - December 2018

www.brightridge.com

BrightRidge Broadband

You have likely heard that BrightRidge will soon be offering broadband services. Our Broadband offering consists of internet, voice, and video services. With that announcement, we have committed to becoming the sixth community in the United States to deliver 10 Gigabit internet services to residential customers.

Besides the extremely high-speeds and competitive pricing for these services, there is an additional attribute that makes BrightRidge Broadband services extremely attractive. That attribute is that the fiber-optic delivered residential internet products are symmetrical connections.

By definition “symmetrical” means having balanced, corresponding size or shape. In relationship to data access, symmetrical indicates that the download and upload speeds are equal. The alternate type of service is called an “asymmetrical” connection, with the download and upload speeds being unequal. If you have internet service at your home today, most likely it is a symmetrical product.

You can run a speed test from a website such as www.speedtest.net to review the speed of your current internet service. By reviewing the “Download” and “Upload” results, you will have a rough estimate of what you are receiving from your current service provider. The result window will look similar to the image shown below but with different values. In this example, notice the results were 11.15Mbps download and 3.7Mbps upload.



Many service providers advertise their internet products as “up to” a certain speed. This value typically describes the maximum download speed, but it does not reflect the upload bandwidth. You may see terms such as “up to 100Mb” to describe a ser-

vice that has a maximum of 100Mb download, but it likely only has a 10Mb upload maximum.

When you purchase FTTP (Fiber To The Premise) internet service from BrightRidge, you will have these options: 200Mb, 1Gig, or 10Gig products. These services are symmetrical so that means you are getting either 200Mb download and 200Mb upload, 1Gb download and 1Gb upload, or 10Gb download and 10Gb upload. As you can imagine, there is a huge difference in performance between a 200Mb/200Mb service and a 100Mb/10Mb!

Why do incumbent service providers standardize on asymmetrical residential internet services?

Most of the incumbent service providers have networks that utilize either copper telephone wiring or coaxial cable TV wiring for local delivery. The copper wiring (Telephone/DSL or Coaxial/HFC) system that has been used for the last several decades presents technology constraints on the distance and bandwidth available to serve customers. Due to this copper plant architecture, it is often difficult or impossible to affordably offer symmetrical broadband speeds.

How will BrightRidge provide symmetrical broadband speeds?

BrightRidge currently has 160 miles of fiber-optic cabling that will serve as our network backbone. We are constructing additional fiber-optic distribution segments into each community to ensure that our customers are serviced by a 100% fiber-optic network. With this deployment design, BrightRidge is avoiding the technology constraints in distance, speeds, and environmental susceptibility that exist with copper or coaxial based networks. This allows us to leverage the benefits of a fiber-optic infrastructure to offer 10Gb/10Gb internet services today and even higher speeds in the future.

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Happy Anniversary!

It is hard to believe that an entire year has passed since we announced our new name, BrightRidge. As you may recall, we rebranded last October. This year we have been fervently working to bring to fruition the promise to provide you broadband services. As we continue to build our team and increase infrastructure to better serve, remember we are the same family, friends, and neighbors. There was no corporate buy-out, and the same, local Board of Directors governs. We remain your not-for-profit, local public utility.



High Speeds and Competitive Pricing



From the CEO

"It is the little details that are vital. Little things make big things happen." John Wooden

BrightRidge has been working hard to ensure our offering of Broadband to our customers is something that we can all be proud of. Our Board and employees have looked closely at the details that go into the broadband business and a very detailed plan is in place for bringing up to 10Gig service to our customers.

With a mix of high-speed wireless internet and fiber-to-the premise options, we have a model that can benefit the individual, large industrial, or academic customers.

The decision by our Board to enter the broadband business is built upon the future and how BrightRidge might better empower customers through energy and connective services. As Abraham Lincoln said, "The best way to predict the future is to create it." As technology continues to advance making our lives better - and sometimes more complicated - BrightRidge wants to create opportunities for our customers to access new technologies.

As we prepare for the introduction of Broadband phase 1 and future phases, please reference our online map to determine which phase we may provide service to you. We are working hard to provide new broadband options for you as quickly as we can. It takes time to build infrastructure and we appreciate your patience.

As time brings the fall season, we enter a period when we spend more time with our extended families; celebrating fall festivals, Thanksgiving, and the Christmas season. May this coming holiday period and spending quality time with your family bring you a time of remembrance, joy and peace. Build memories with your loved ones and share with them your memories from the past. This is what family is all about. Sharing and expressing to those we love what they mean to us. I wish you the best as you celebrate this year.

Jeffrey R. Dykes,
Chief Executive Officer



BrightRidge®

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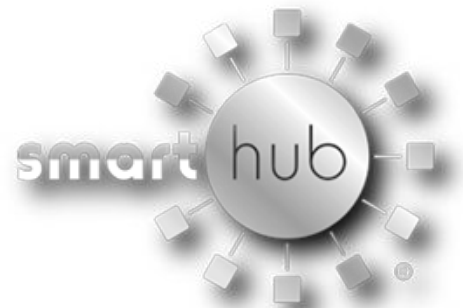
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SmartHub is a comprehensive e-commerce site equipped with conveniences that online users expect, such as paperless billing, power usage history graphs, report power outages, and more. Join thousands of others and sign up for SmartHub at brightridge.com.

PAPERLESS BILLING

Sign up online at www.brightridge.com.



If this sounds familiar, then Paperless Billing/SmartHub is right for you:

- **Worried about personal security (i.e. no paper invoices in the mailbox)**
- **Not getting payments in on time and paying late fees**
- **Forgetting to pay your bill and having to pay reconnect fees**
- **No time to sit down and write checks for bill payments**
- **Someone who frequently travels and is out of town a lot**

Recipe or Quick Tip Exchange



Cranberry Relish

Submitted by Tom M., Jonesborough

- | | |
|-----------------------------|--------------------|
| 1 package fresh cranberries | Zest of one orange |
| 1/2 cup orange juice | 2 cups sugar |
| 1/2 cup cranberry juice | |

Combine all ingredients in a medium-size sauce pan; will come to a foam. Cook for about 10 minutes, until berries pop. Stir continuously while cooking. Refrigerate. It is best to make this day before you intend to serve it.

Recipe Exchange

We would like to feature your recipes, quick tips, and comments in *Get Connected* and on our website at brightridge.com. You may submit these items by emailing them to contactus@brightridge.com or by mailing them to:

BrightRidge
Attn: Marketing
PO Box 1636
Johnson City, TN 37605-1636

BrightRidge Broadband

High Speeds and Competitive Pricing

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Why is a symmetrical internet service better than an asymmetrical service?

Notice the illustration below. This graphic shows 10 lanes going south and 1 lane going north. As you can imagine, this would be a very bottlenecked roadway if you were attempting to travel north.



Using the highway analogy, use of an asymmetric internet service limits how much bandwidth you have available to send data (upload) to the internet. In the early years of the internet, home use was primarily a “pull” type usage where you downloaded or browsed information from remote web servers. This has changed drastically with the use of services such as cloud storage (remote storage or backups), telecommuting (working from home offices), social media sharing (photos and videos), the additional internet of Things (“IoT”) products (appliances, home automation, video security), and the growing number of general internet connected devices (phones, tablets, PCs, media centers, gaming).

As a personal example, I recently experienced an example of how limiting asymmetric internet service can be. We have a 50Mb download and a 5Mb upload (50Mb/5Mb) residential internet service at our house. I was attempting to access a particular website and the service was almost unusable. When I reviewed the router utilization, I found that the 5Mb upload bandwidth was completely utilized. Further investigation showed that two of my daughters were streaming or uploading content to the internet. Even though I had over 40Mb of download bandwidth available of the 50Mb download, the limited upload bandwidth strangled my bi-directional access. Although there are ways to use quality of service (QoS) settings on your router to prioritize particular users or devices, the fact is that a limited upload speed can drastically impact your broadband experience.

BrightRidge is practically eliminating the possibility of a bandwidth constraints on the uploads by offer symmetrical speeds for all fiber-optic delivered services. Furthermore, BrightRidge guarantees no monthly data caps.

What are the benefits of using a symmetrical internet service?

Symmetrical services can eliminate a possible network bottleneck or constraint. Slow Internet access and uploads may be caused by a constrained upload bandwidth. A symmetrical connection ensures your upload speeds aren’t strained when transferring data files, photos, or videos.

How does a higher upload speed change my broadband experience?

Consider this example: *How long it would take to transfer an one hour 1080p HD video recording from your phone or 2,750 photos (about 10Gigabytes of data) to the Internet cloud?*

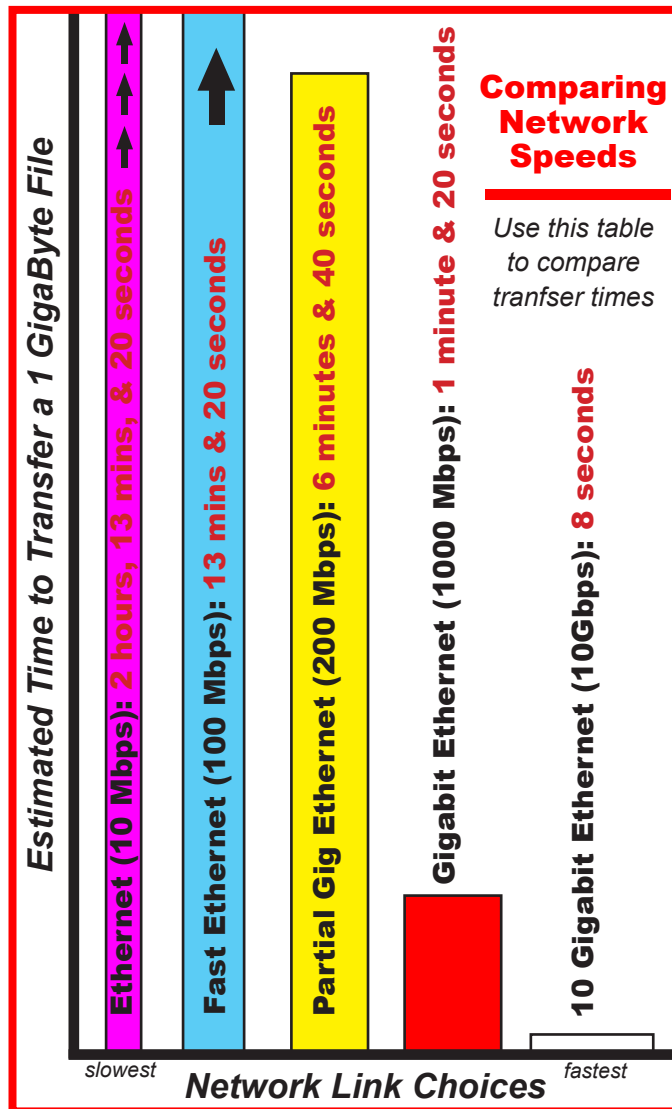
With a 10Mb upload, it would take 2.25 hours to transfer. With a 200Mb upload, that reduces to 6.7 minutes. With a 10Gb upload transfer drops to 8 seconds. Also, consider that with a 10Mb upload service, data transfer would likely consume bandwidth to the extent that other users in your home would experience extremely impaired service.



BrightRidge values renewable energy, and we understand you may as well. That's why we have partnered with Tennessee Valley Authority (TVA) and Silicon Ranch to offer BrightRidge Solar.

Many of our commercial and residential customers are unable to access the benefits of solar because they can't afford the cost of installation, live in multifamily buildings, or their rooftops cannot support the weight of solar panels. BrightRidge is pleased to lead the way with a community solar offering that provides access to all of our customers, regardless of circumstance, so they can purchase clean power direct without the expense and upkeep of installing panels on their private property.

Learn more at: www.brightridge.com.





Budget Billing Sign Up

If you missed the sign-up deadline this year, be sure to mark your calendar and sign up next April - May '19.

Your energy bill is directly affected by outdoor temperatures. The BrightRidge Budget Billing Program minimizes bill fluctuations by offering two budget-friendly options, Rolling or Fixed Budget.

*Remember, to sign up next **April - May 2019.**

“Advice is like snow. The softer it falls, the longer it dwells upon and the deeper it sinks into the mind.”
-Samuel Taylor Coleridge



Seasonal Tips for Energy Savings

As colder weather approaches, here are some tips that will help reduce your energy usage and save money!



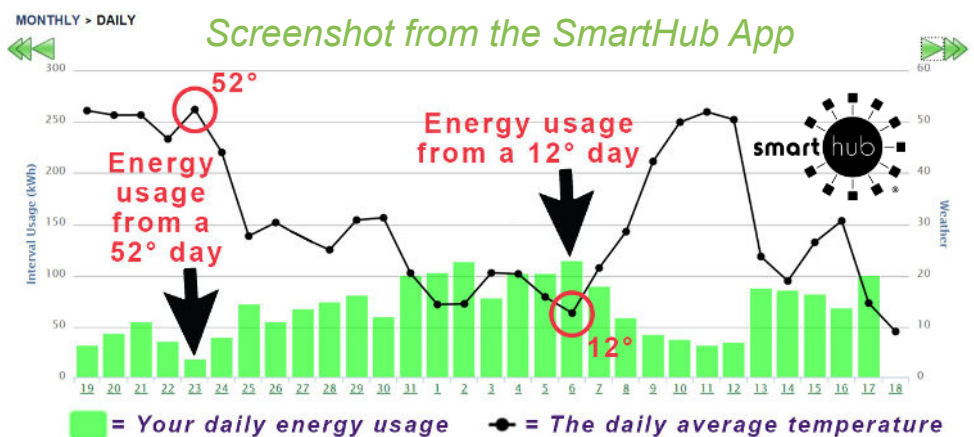
Frequently adjusting your thermostat will increase your energy bill.

Set it and forget it!

For colder months, consider setting your thermostat to the lowest comfortable setting.

Track your energy usage with the SmartHub app!

SmartHub allows you to chart your usage and daily average temperatures so you can see how the weather directly impacts your energy usage. Download SmartHub today!



[Learn more at www.brightridge.com.](http://www.brightridge.com)