



SUPERIOR SERVICE. REMARKABLE REACH.

Broadband | Fiber to the Home (FTTH) | Hosted Solutions | Voice Services

A few UniTel Highlights

Fiber, fiber, fiber, fiber ...



UNITEL



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Becoming a Smart Rural Community

Recipient of the NTCA 2016

Smart Rural Community

Award

National recognition for UniTel

and communities we serve



UNITEL

Who is UniTel?

- Incorporated in 1902
- Privately Owned
- Corporate & Affiliates
- Service Area
- Employee Base & Culture
- Sincere Community Involvement



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Our Smart Rural Community Initiative

- ConnectME Authority—Grant Award
- Four major FTTH projects
- 125 miles of fiber construction in 7 communities within 3 exchanges



WE HAVE GREAT NEWS!

We are pleased to announce that UniTel has been awarded a ConnectME grant to expand and enhance our high speed broadband service to homes and businesses in our service area!

The ConnectME grant will be supplemented by a matching UniTel investment as part of our strategic plan to expand availability of Fiber Optic technology (Fiber to the Home "FTTH") to YOU over the next few years.

Upon completion of the expansion UniTel will operate one of the fastest fiber optic networks in Maine and the US!

UNITEL Now accepting requests for service. Call us to learn more 948-3900!



Our Smart Rural Community Initiative

- 125 miles of fiber construction in 7 communities within 3 exchanges (*Over 300 miles of Fiber within UniTel service area!!!*)
- 4 major FTTH (Gigabit) Initiative/ Deployment projects



Lightning Fast Internet Is Coming!

With all new
FIBER TO THE HOME
Speeds up to 1 Gigabit!

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SUPERIOR SERVICE. REMARKABLE REACH.
(207) 948-3900

The advertisement features a dark blue background with white and light blue silhouettes of construction equipment (a truck with a crane, an excavator, and a person) and a utility pole with power lines. The UniTel logo and slogan are prominently displayed on the right side.



UNITEL

Collaborative Partnerships & Alliances

- ❖ **UniTel**
- ❖ **Unity Foundation**
- ❖ **Partners & Alliances**

- *Sewall*
- *Axiom Technologies*
- *ConnectME*
- *RSU #3 Adult ED*
- **Local Contractors**
 - ✓ **Tel Power / OnTarget**
 - ✓ **Tim Clewley**
 - ✓ **Moonshine Gardens**
 - ✓ **System One aka Mountain Ltd - Rick, Scott, Steve**



Lessons Learned

- **Taking the Risk for our Customers**
 - Competitive threats, regardless of company size-learning to compete with the giants
 - Decision to do FTTH initiative
 - Risks of bringing 1GB speeds to Rural areas
- **Two-Prong Approach:**
 - Help non-adopters to find the value of the Internet
 - Help adopters to see the need to increase their need for the Internet
- **Increase business use of the internet to help grow the local economy**

Lessons Learned

- **Advance telemedicine use** to help the aging Maine population to maintain their independence in home and access to telemedicine resources
- **Seek the opportunities to partner** with other groups/organizations –i.e./ ConnectME, Adult Education
- **Recognize the value** of high performing non-traditional partnerships such as nonprofits –i.e./ UF
- **Take advantage of close personal contact** – i.e./ Digital literacy – customers coming to us
- “Pick & Shovel” – trying to **find the killer app** – “Get Lit”SM
- **Being prepared for *Change* and *Success***