

## *Fiber Optic Facts*

- What is fiber optic?
  - It's a flexible, transparent fiber made by glass slightly thicker than that of a human hair. It uses light signals to send data to and from your devices, transmitting more data over longer distances and reaching the fastest speeds available today.
- Why choose fiber optic?
  - **Reliability** – There are not outages or interruptions during poor weather conditions.
  - **Sustainability** – Fiber is future-proof with its capability to handle the introduction of new devices and technologies. As data demands increase, the same fiber today will adapt, while coaxial cable service will undoubtedly regress further.
  - **Bandwidth Symmetry** – Uniform upload and download speed is a significant advantage of fiber. In contrast to coaxial cable service, fiber's balanced speed removes lag time and allows for data to be sent as fast as it is received.
  - **Affordability** – Yep! It costs less than or equal to other services, but you get so much more!
  - **Security** – Fiber provides the MOST security. The only way to penetrate it is to break it.
- Fiber optic has a positive impact on property values and are readily available.
  - Homes with fiber access can have a 3% increase in value.
  - Homes with access to speeds up to one Gig can have a 1.8% increase in value.
  - Homes with access to both can have a 3.1% increase in value.
- How do you determine what internet package is right for you?
  - **Download Speed** – This is the speed at which information travels from the internet to your internet-connected device. For example, if you open the Facebook app on your phone, your download speed would determine how long it takes to load your feed. Download speed refers to how many megabits of data per second it takes to download data from a server in the form of images, videos, text, files, and audio. Activities such as listening to music, downloading large files or streaming videos on Netflix all require you to download data.
  - **Upload Speed** – This is the speed at which information travels from your internet-connected device to the internet. So, if you post to your Facebook timeline, your upload speed would determine how long it takes your post to get to the Facebook server for all your friends to see. Things like video conferencing, online gaming, and sharing large files require more upload bandwidth. Slow upload speed can cause choppy video calls and long waits to upload files.

Fiber is by far the better choice. It provides a dedicated connection with consistent speed and higher bandwidth and transfers data faster than copper wiring, which means faster load times and higher-quality streaming.