

it's all about the e's

WE'RE SALUTING AND ENCOURAGING ENTREPRENEURIAL, EMERGING AND EXPANDING TECHNOLOGY BUSINESSES IN THE LEXINGTON AREA.

As Governor Ernie Fletcher calls for broadband internet access to be available to the entire state by 2007, one company is already helping central Kentucky get connected.

SpeedBeam Wireless, a technology company founded in 2003 by J.P. Harris and Dwayne Burberry, is bringing wireless broadband, the next generation in internet access, to corporate and residential customers throughout the Bluegrass.

Simply put, 'broadband' lets computer users transmit and receive large amounts of data at unmatched speeds through high-capacity communication channels, making possible advanced applications like television-quality full-motion video streaming, sophisticated real-time teleconferencing, and detail-rich online gaming. Previously, access to broadband had been largely limited to users in geographically restricted DSL and cable service areas. With five tower sites across central Kentucky, SpeedBeam's fixed wireless networks are beaming this high-speed technology through the airwaves to previously underserved areas, allowing them to blaze onto the information superhighway at speeds up to 50 times faster than typical dial-up services.

Governor Fletcher's ambitious plan for statewide broadband coverage identifies this kind of cutting-edge,

high-speed internet access as a crucial component for economic development in Kentucky. Harris and Burberry themselves have seen firsthand how the technology can enhance efficiency and improve people's lives at work and at home.

"One of the most remarkable things about this business is how it makes people so happy. It changes lives," said Harris, who was the founder and CEO.

of the Lexington-based company CellCall Network, Inc., before selling the company to Nextel Communications

in 1998. "The culture shift is almost instantaneous. Within two weeks, companies that barely used e-mail before have totally changed their business practices."

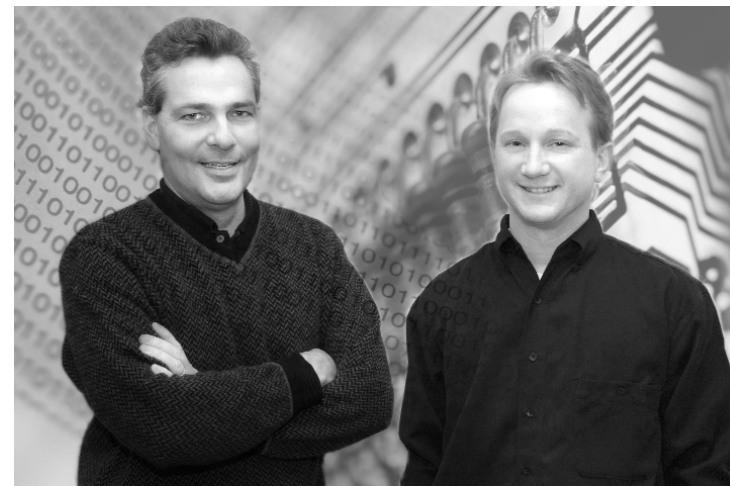
SpeedBeam's 'fixed wireless' service transmits data directly to a receiver at a fixed location, such as an office or home, without the need for phone or cable lines, and clients are constantly connected to the internet, eliminating the need for dialing downtime or lengthy log-in procedures. SpeedBeam's installation service can also help clients extend their newfound internet capabilities to their intraoffice WiFi networks, as well as e-mail, web-hosting, and security applications.

"Previously, the businesses we work with were paying extraordinary costs for this kind of internet service," said

Burberry, who served as director of information systems for Arch Communications before starting SpeedBeam. "If you couldn't get DSL or cable, you were left with getting the phone company to set up your business with an expensive T1 line." Speedbeam's wireless access can be installed within a few hours for less than half the cost of T1 service, Burberry said.

Currently, SpeedBeam serves more than 250 customers with roughly 1000 individual users over a 125-square-mile coverage area. The coverage zone includes the northern half of Lexington and stretches from Versailles to Paris, with service in Midway, Georgetown and the surrounding communities. The company's expanding client list has been built primarily through word-of-mouth advertising, according to Harris.

The company has also developed an advanced network management tool that would allow investing groups without technical expertise to establish their own broadband networks. Harris and Burberry hope to offer the turnkey system to investors in small communities and underserved markets by the second quarter of 2005. According to Harris,



J.P. Harris and Dwayne Burberry

the benefits of such an investment extend beyond anticipated profit margins.

"Not only can a system like this create a profitable business, but it can change a community," Harris said.

Bob Quick of Commerce Lexington noted: "Kentuckians can't expect to compete in the global marketplace if they can't reach it. Services that promote the efficient use of computer technology open the door for our region and our state, improving the quality of life and the economic opportunities available to our citizens."



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