



ABOUT PLT

PLT provides a range of services that support the evaluation, deployment, and operation of high-speed Internet access networks primarily in partnership with electric utilities serving small to medium sized communities that, today, are poorly served by cable or DSL.

PLT's goal is to be a long term, value added partner to local communities working to deploy networks for the provision of affordable High-Speed Internet access to their residents.

PLT's specific service offerings provide a complete solution for cost effective high-speed Internet deployment and profitable operation.

PLT'S OFFERING

PLT offers a wide range of professional services that offer a complete solution maximize the value created from telecom services. The range of services offered includes:

New Service Market Entry Business Planning

Adding to the suite of services offered by a company is fraught with complexity. For example, how will existing customers respond to solicitations for the new service? How will the existing products and services be supported? What is the opportunity cost of dedicating scarce resources to the delivery of those new services effect both on near-term income and long-term profitability? Creating the plan to balance the conflicting needs of new product market development and existing product revenue protection is in equal parts, science and art. offers the means to:

PLT's consultants have leveraged years of experience in running businesses of all sizes in all market conditions to develop a three stage analytical framework that:

1. Conduct the "fatal flaw" analysis. Determine which resources and market drivers will have the greatest effect on the outcome.
2. Develop the baseline analysis, "top down" to crystallize the issues and suggest the approach most likely to have the desired outcome.
3. Create the "bottom's up" analysis to create a business management tool with the means to change decision drivers and gauge the effect on the outcome.

Technology Performance Evaluation

To offer affordable high-speed Internet in communities beyond the reach of DSL or cable requires creative use newer access applications. PLT's consultants have developed a comprehensive technology evaluation methodology that provides the right technology solution to deliver the leading edge of high-speed Internet and related services.

Program Management

Well conceived business ideas are not sufficient to ensure economic success; of equal value is proficient execution. Specifically, execution that closely aligns capital expense and operating costs to sales. And, therefore reduces the total capital required and the interval between launch and becoming cash-flow positive. Core to reducing this interval is systems integration that maximizes the total value created from:

1. The use of existing resources that would otherwise be idle.
2. Outsourcing non-core functions that might eventually be brought in-house as business needs dictate.
3. Timing the purchase of new capabilities to maximize total return on investment while avoiding purchase decisions that will proscribe the organizations ability to quickly respond to customers' wants.

WHY PLT?

PLT has established itself as a leading solution provider in the emerging rural wireless sector. Most recently, it has been awarded projects to:

- ◆ Evaluate the technical applicability of the most widely adopted Broadband over power-line (BPL) technologies in rural electric distribution grids for the Cooperative Research Network, a service of the National Rural Electric Cooperative Association.
- ◆ Determine how high-speed Internet could be offered to all residents and business in eight rural counties in Florida by a public/private economic development organization serving those communities.
- ◆ Develop the business case and physical deployment plan to offer high-speed Internet access services to all the customers across the five counties served by a large mid-Atlantic rural electric cooperative.

THE RURAL HIGH-SPEED INTERNET CHALLENGE

The problem of poor high-speed Internet access is concentrated in those communities beyond the cost effective reach of DSL and cable. The result is, as reported by the Pew Internet and American Life project, by the end of 2005, 24% of rural Americans had high-speed Internet connections at home compared with 39% of adult Americans living elsewhere. This situation is unlikely to change, if rural America were to wait for cable and DSL to be deployed. Because, as FCC reported by mid-2005, almost 80% of all LEC exchange lines could receive DSL and 91% of CATV's customers could receive high-speed Internet service. The solution is therefore to use alternative access technologies like wireless and BPL.

CONTACT INFORMATION

Contact: Subodh Nayar

E-mail: snayar@pltinc.net

Mail: PLT
4031 University Drive, Suite 200
Fairfax, VA 22030

Tel: 703-229-4330, Ext. 15

Fax: 202-595-9927

**For more about PLT, please visit
our Web site:**

www.pltinc.com