

South Dakota Wireless Conference

Traditional Providers Entering the
Wireless Market

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Should be called:

Re

Traditional Providers **^** Entering
the Wireless Market

South Dakota ILEC History

- Commnet Wireless purchase of ILEC interest
- Formation of Airwave Wireless to purchase PCS Spectrum
- SWS, LLC formed to build wireless product in South Dakota



Wireless Entry Experience

- Been to the alter twice with National Carriers
- Consortium still pursuing options
- Biggest issue, lack of population



Why Branch Out?

- Customer Demand, desire hometown provider
- Compliment existing offerings
- Stickier



Future.....

- Rural LEC's in wireless
Build in traditional territory
Augment FTTH
- Other's
Nationwide Footprint

Can both coexist?



Answer...

Yes

- Rural LEC's Rural Focus
- National Carriers National Focus

