

# Monet Mobile Networks

Wide Area  
High-speed Wireless Internet Service





# Monet Mobile Networks

## Company Overview

- Monet provides wide-area, high-speed wireless Internet service
  - Founded in late 1999 by telecom veterans and Mayfield
  - Focus on rural markets as a broadband alternative
  - First to launch CDMA 1XRTT and 1xEV-DO Networks in US.

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# Mission Statement

Monet is revolutionizing the way people connect to the internet by offering fast, mobile, wireless internet access to residential and business users

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# Early Challenges

- Decide on a technology
- Find spectrum
- Find vendor
- Find device manufacturer

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# Strong Sponsors and Partners

## Sponsors

- Mayfield
- Soros private equity
- QUALCOMM
- Intel capital
- Hook partners
- LG electronics

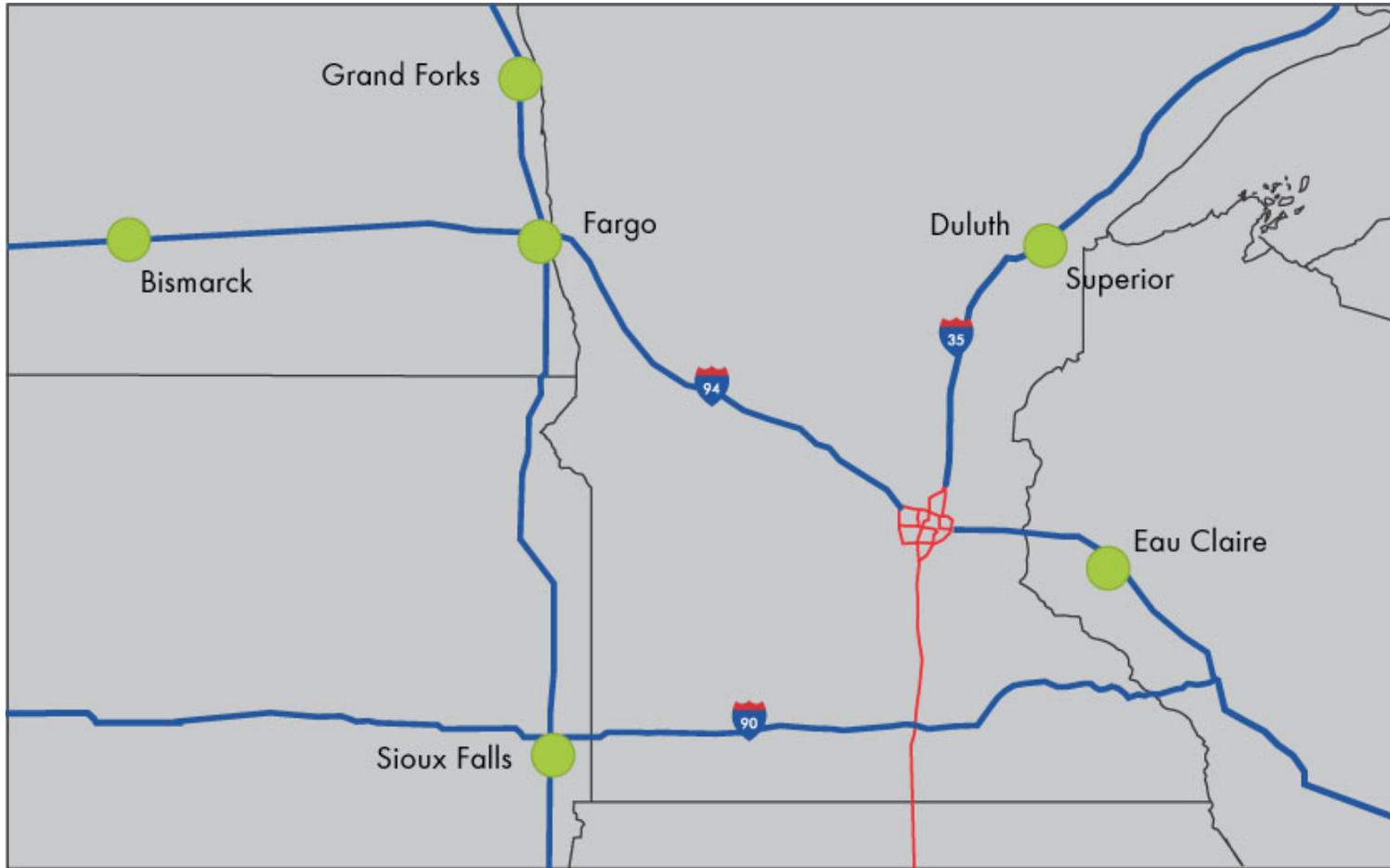
## Technology partners

- LG electronics
- QUALCOMM
- Lucent technologies
- Gtran wireless





# Monet Service Footprint



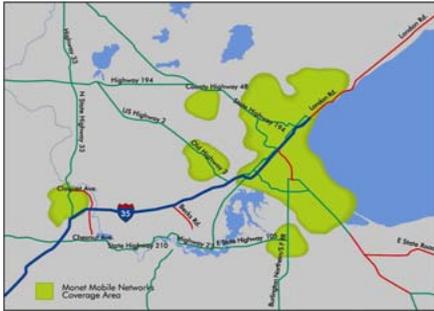
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# Local Coverage Areas

## Duluth-Superior



## Eau Claire



## Sioux Falls



## Fargo-Moorhead



## Bismarck



## Grand Forks





# Focus on Mid-tier Markets

- High-speed alternative
- Favorable demographics
- First-mover advantage
- Spectrum is under utilized and available

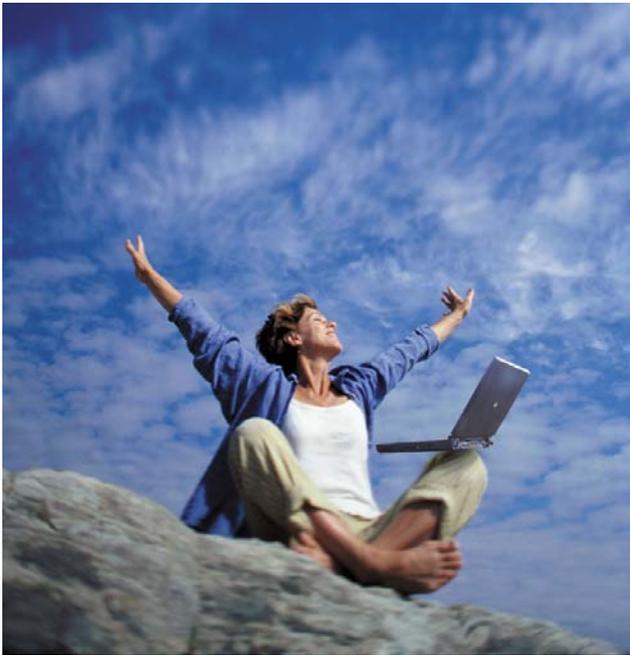
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# Service Features

- Monet broadband provides a unique combination of features:



- Mobile, high-speed internet access
- Wide area coverage
- Mobility – connect to the internet without wires
- Device flexibility – desktops, laptops and handheld PCs
- Complete internet experience





# Monet's Product Line

PCMCIA  
Wireless  
Modem Card



=

Mobile  
applications

+



=

Portable  
applications

USB  
CardReader



=

Stationary  
applications





# Operational Milestones

- November 2001 – launched 1XRTT (Sioux Falls, SD)
- February 2002 – launched 1XRTT (Fargo,ND)
- October 31<sup>st</sup>, 2002 – launched 1XEVD0 (Duluth, Eau Claire)
- December 2002 – launched 1XEVD0 (Sioux Falls, Fargo, Bismarck, Grand Forks)





# Monet Broadband

## Service overview

- Introduced  in October 2002
  - The nation's first and only service of its type that has been commercially deployed
    - True 3G technology
    - Wide area coverage
    - Data-only network using PCS technology
    - Broadband speeds – exceeding 10 times dial-up





# Customer Base

- Early adopters
- Students
- Business (mobile applications)
- Alternative to cable and DSL
- 6000 customers added



# Industry and Media Recognition

National, regional and  
Local media recognition

- National trade and business publications
- Local TV and radio interviews
- Local newspaper

Winner of wireless week  
And Andy Seybold awards  
At CTIA 2003

Publication	Title
	Monet wins fans with mobile, fast, wireless Internet
	Monet Makes It's Mark
	Maverick of the Morning
	Monet Launches 1x EV-DO Service
	Fastest wireless Internet service
	The Most Unwired Town in America
	Today's Ventures
	CDMA2000 Operator Monet Raises US\$32m
	Wireless Internet eyes Midwest
	Mobile Firms Rake In \$86 Million
	Qualcomm Backs Monet Mobile in Its Midwest Expansion
	Monet Mobile lands \$32 million to continue deployment
	Covered story





# Obstacles Faced by Monet

- High cost of spectrum (availability)
- High cost of infrastructure (build out)
- Devices (modems)
- New technology (1X and EVDO)





# Future of Access??

- Mobile connection
- Higher speed broadband





# Conclusion

- 169 million cell phones (mobile society)
- US is 10<sup>th</sup> in world of broadband penetration
- Example: Japan offers 26 megabit service for \$25

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