



COMMUNITIES NEED WIRELESS BROADBAND.

Motorola Can Help You Connect Them.



American Recovery and Reinvestment Act



AN UNPRECEDENTED OPPORTUNITY FOR SERVICE PROVIDERS

American Recovery and Reinvestment Act
Funding for Broadband Services



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THERE'S NEVER BEEN A BETTER TIME TO EXPAND YOUR BUSINESS – OR A BETTER PARTNER

For Service Providers nationwide, it's a golden opportunity. The U.S. Government's recent passage of the Economic Stimulus Act – officially known as the American Recovery and Reinvestment Act (ARRA) – includes incentives for companies that provide broadband service to communities across the country. This includes communities that currently have no broadband service – as well as those that have only limited broadband service.

As specified by Congress, \$72 billion in loans, grants, and guarantees will be made available for expansion of the nation's broadband capabilities. More than half of that amount – \$4.7 billion – will be administered by the National Telecommunications and Information Association (NTIA) Broadband Technology and Opportunities Program (BTOP), while \$2.5 billion will be administered by the USDA Rural Utility Service (RUS) Broadband Incentives Program (BIP).

Thanks to these incentives, you can now apply for government loans and grants to finance the equipment you need to expand your business – at favorable rates and terms.

As you explore this opportunity, you will find that one source offers the ideal combination of equipment, service, value, and support. That source is Motorola.

But there's no time to lose. ARRA funding is limited. And competition for the most lucrative markets will be intense. So start planning your strategy for success today, with expert support and guidance from Motorola.

MOTOROLA IS READY WHEN YOU ARE

As the industry leader in advanced broadband solutions, Motorola offers a number of advantages that can help you capitalize on the opportunity created by ARRA. These include:

1 PRODUCT READINESS

As a North American leader in cost-effective unlicensed broadband solutions, with extensive manufacturing capacity, Motorola ensures fast delivery of the products you need – when you need them.

Our entire line of field-proven wireless broadband equipment is ready for immediate shipment – to help you get a jump on the competition. And with more than two million modules in place around the world, we're your assurance of dependable, long-lasting performance in virtually any climate or geography.

Motorola is also the leader in value. Our systems are designed for high performance, rapid deployment, and cost-effectiveness, which can help maximize your investment.

And that makes Motorola the clear choice to make.

But don't take our word for it. Visit www.motorola.com/wirelessbroadband/video and hear what dozens of other Service Providers have to say about the quality, responsiveness, and support of Motorola products.

2 CHANNEL READINESS

To support your business, Motorola has built one of the industry's leading network of channel members, distributors, and resellers – with hundreds of channel partners from coast to coast.

Each Motorola Wireless Broadband Channel Partner carries certification on our products and solutions. And each is ready to provide you with pre-sale and post-sale support – including assistance with network design, installation, and operation.

3 RUS AND NTIA BTOP READINESS

Several Motorola wireless broadband customers have been successful in receiving RUS and other community connect grant money in the past, demonstrating that Motorola is the proven solution for your broadband deployment needs.





- The Secretary of Commerce has granted a “limited waiver” of the buy American provision in the American Recovery and Reinvestment Act of 2009 “with respect to certain broadband equipment that will be used in projects funded under the broadband stimulus program,” the NTIA announced in the Federal Register /Vol. 74, No. 125 /Wednesday, July 1, 2009 / Notices.
- “Certain broadband equipment” includes:
 - **Broadband switching equipment** – Equipment necessary to establish a broadband communications path between two points.
 - **Broadband routing equipment** – Equipment that routes data packets throughout a broadband network.
 - **Broadband transport equipment** – Equipment for providing interconnection within the broadband provider’s network.
 - **Broadband access equipment** – Equipment facilitating the last mile connection to a broadband subscriber.
 - **Broadband customer premises equipment and end-user devices** – End-user equipment that connects to a broadband network.
 - **Billing/operations systems** – Equipment that is used to manage and operate a broadband network or offer a broadband service.

- It does not include optic cables, coaxial cables, cell towers, and “other facilities that are produced in the United States in sufficient quantities to be reasonably available as end products,” NTIA said, adding that for equipment not included in either list, applicants can request waivers on a case-by-case basis.

FOR MORE INFORMATION ON REQUIREMENTS, GO TO:
[HTTP://BROADBANDUSA.SC.EGOV.USDA.GOV/](http://BROADBANDUSA.SC.EGOV.USDA.GOV/)
OR VISIT: WWW.MOTOROLA.COM/RECOVERYACT

Residential Connectivity

An independent telephone company, established in the early 1960s, is continually looking for new ways to reach new customers and offer new services. After years of examining many forms of wireless technology, the company chose Motorola’s Point-to-Point and Point-to-Multipoint solutions to extend its network wirelessly rather than with wired DSL alternatives. Upon deployment, the company established a sister wireless company to reach remotely located customers in its own region and expand its reach into the service areas of competitors. Today the company serves more than 3,500 customers with high-speed wireless access with a service area that covers approximately 15,000 households and more than 200 square miles.



EVERYTHING YOU NEED TO SUCCEED

Motorola offers a comprehensive family of wireless solutions to help you build a successful business connecting your communities – whether residential, business, or municipal.

Our portfolio of wireless network solutions give you the ability to reach and connect people wherever they live or work and to deliver information – data, video and voice – at high speeds in real time.

Motorola wireless broadband solutions also provide reliable broadband coverage under virtually any conditions, such as low-, medium- or high-density environments; open, obstructed and even non-line-of-sight situations; and indoor, perimeter and outdoor locations. Motorola solutions are designed for the harshest of outdoor environments to provide reliable high-speed data and voice services for business and residential applications.

“We were able to purchase the complete solution from one source. Motorola’s expertise in video surveillance and network design made the project seamless.”

– Sam Hocutt, Manager, Myrtle Beach Communications

The Motorola portfolio includes:

- **Point-to-Point** solutions consist of cost-effective high-throughput wireless Ethernet bridges and extensions that transmit data with maximum reliability even under the harshest conditions and in non-line-of-sight situations.
- **Point-to-Multipoint** solutions deliver proven, scalable and interference-resistant connectivity to multiple business, institutional, municipal, or residential locations.
- **Mesh Wide Area Networking** provide cost-effective citywide and enterprise-wide wireless broadband connectivity and access. Motorola mesh networks offer broad-area high-speed fixed and mobile coverage, even in tough environments like ports and mining. They also help municipalities provide high-speed wireless connectivity that enables universal public access, more robust public safety systems and increased public works productivity.
- **Wireless LAN** solutions offer resiliency, security and performance equal to that of a wired LAN while delivering the mobility, flexibility and cost-effectiveness of wireless. Indoor and outdoor meshed access points enable a cable-less installation that substantially reduces network deployment and maintenance costs and ensures network availability in every corner of the enterprise.
- **WiMAX solutions** offer high performance, standards-based broadband access that operates in licensed frequencies. WiMAX solutions provide on-demand high-speed connectivity that follows the user everywhere: indoors, outdoors and on the move.
- **LTE (Long Term Evolution)** solutions will leverage our latest OFDM platforms to offer a smooth migration for both 3GPP and 3GPP2 operators. Motorola’s LTE solution will provide operators with a reliable and leading edge end-to-end solution for their next generation mobile broadband networks.
- **Connected home products** – Motorola’s robust line of in-home dual-tuner video recording and high definition set-tops offers seemingly endless programming options, interactive program guides, and video on demand for TV viewers.
- **Broadband network solutions** – With Motorola solutions like the ONT1000GT2 ITU compliant GPON optical network terminal (ONT), you can build upon the power of a fiber infrastructure to bring advanced IPTV and packet-based video services directly to the home.



WE'RE WITH YOU – EVERY STEP OF THE WAY

Motorola and its channel partners offer a full range of support services, providing the assistance you need to build and manage a high-performance network. Our services include:

- **Integration Services:** Design, installation, commissioning and program management.
- **Support Services:** Training, maintenance and network optimization and management.
- **Managed Services:** Outsourcing and out-tasking, hosting and build, operate and manage/transfer services.
- **Application Services:** End-user application development, application delivery framework and hosting.

*“Not only does the Motorola wireless broadband equipment offer **greater scalability, reliability and fewer interference challenges**, our technicians find the Motorola equipment much easier to deploy than the hardware from other vendors. The equipment can also be installed **30 percent faster**, which results in more installations per day per technician. We’ve also cut truck rolls 50 percent thanks to the Motorola equipment.”*

— Mark Novey, Director of Information Technology, Telpage

LET MOTOROLA GUIDE YOU TO A PROFITABLE FUTURE

Two programs will enable broadband initiatives under the American Recovery and Reinvestment Act (ARRA):

The USDA Rural Utility Service (RUS) Broadband Incentive Program (BIP)

As your trusted advisor, Motorola can help you identify areas that are eligible for grant funding, support business case, ROI development and broadband infrastructure design activities. And, we can assist you in the grant application process – including providing a proposal that you can submit as part of your application. For full details and assistance, please contact your Motorola representative or visit www.motorola.com/recoveryact.

1 The USDA Rural Utility Service (RUS) Broadband Incentives Program (BIP): Highlights of this program include:

- Additional allocation: \$2.5 billion
- RUS existing broadband programs include:
 - Broadband Loans and Loan Guarantees
 - Community Connect Grants
 - Distance Learning and Telemedicine Program:
<http://www.usda.gov/rus/telecom/dlt/dlt.htm>
- Current RUS Program Criteria:
 - Loans are generally for amounts of \$100,000 and higher
 - Broadband loans must be repaid with interest within a period that equals the expected composite economic life of the facilities to be financed, as calculated by RUS
 - The loans are typically available at a 4% rate
 - An eligible rural community has no more than 20,000 inhabitants
 - To be eligible for a loan, RUS will require an applicant to provide credit support in an amount equal to 20% of the requested loan amount

National Telecommunications and Information Administration (NTIA) Broadband Technology Opportunities Program (BTOP) Grant Program

- RUS key funding priorities per ARRA:
 - At least 75% of the area to be served by a project shall be in a rural area without sufficient access to high speed broadband service to facilitate rural economic development
 - Priority for awarding funds shall be given to:
 - a. Broadband systems that will deliver end users a choice of more than one Service Provider
 - b. Projects that provide service to the highest proportion of rural residents that do not have access to broadband service

- Applications from borrowers or former borrowers
- Applications that will be fully funded
- Activities that can commence promptly following approval

2 Department of Commerce National Telecommunications and Information Administration (NTIA) Broadband Technology Opportunities Program (BTOP) Grant Program

The primary purposes of the NTIA program are to provide broadband service to consumers in “unserved” areas and to provide improved broadband access to consumer in “underserved” areas. There is also a focus on providing broadband education, awareness, training, access, equipment, and support to schools, libraries, medical and healthcare providers, community colleges and other institutions of higher education.

Highlights include:

- \$4.3 billion appropriated
- All grants must be awarded by September, 2010
- Eligible entities include state/local governments, non-for-profits, foundations, institutions or any other entity including broadband service/infrastructure providers that the NTIA by rule finds to be in the public interest
- Applications must show that the project would not be done without Federal funding within the grant period, that it can start quickly, and that Federal funding will account for no more than 80% of the project’s costs
- The Service Provider must comply with “non-discrimination” and “interconnection” obligations

Eligible use of NTIA grant funds:

- Acquiring equipment, instrumentation, networking capability, hardware and software, digital network technology and infrastructure for broadband services
- Constructing and deploying broadband infrastructure
- Ensuring broadband access for community anchor institutions
- Facilitating access and deploying broadband facilities to improve public safety broadband communications services
- Constructing and deploying broadband facilities that improve public safety broadband communications services



TIPS FOR DEVELOPING A WINNING PROPOSAL

Preparation – Begin early, and take the time to understand the registration requirements, the grant management system, and the deadlines. Completeness counts, so read the solicitation carefully and follow instructions closely.

Eligibility – Know which category you are applying under and develop your proposal accordingly. Provide all required information, including completed forms and official signatures. Determine if there are any “priority considerations” in the solicitation and emphasize those up front in the application.

Writing – Use good writing skills, keeping word choices simple and to the point. Use clear English, avoiding acronyms and technical jargon. Communicate clearly how the proposed solution addresses the problem, and include source information for factual citations. Follow all instructions, including format, content, spacing, and length.

Budgeting – Develop a budget that contains the specific costs of the proposal. Know the role equipment plays in the solicitation and relate it to the program narrative and the problem to be solved.

Funding – Limit funds to the amount that is vital to the proposed project, and don’t pad the budget or shop for money – it will show. Also, know the total amount of money available and the potential pool of applicants, and build your total proposal based upon the pool of resources.

FOR ADDITIONAL INFORMATION REGARDING GRANT APPLICATIONS FOR ARRA FUNDS, PLEASE VISIT: WWW.GRANTS.GOV, WWW.MOTOROLA.COM/RECOVERYACT, OR [HTTP://BROADBANDUSA.SC.EGOV.USDA.GOV](http://BROADBANDUSA.SC.EGOV.USDA.GOV).

“It’s just amazing to work with a company that makes a promise and performs.”

– Lewis Bergman, Texas Communications



HOW TO APPLY FOR A GRANT

Basic Application Steps:

1. If you don’t have a DUNS (Data Universal Numbering System) number, obtain one by calling 1-866-705-5711 or by applying online at <http://fedgov.dnb.com/webform/displayHomePage.do>.
2. Current registration in the Central Contractor Registration (CCR) database is required. Information about registration procedures can be accessed at www.ccr.gov.
3. Know the agency grant management system or the grants.gov system. If you have no experience with the grant Agency system, look for a training opportunity.
4. Familiarize yourself with the agency grant solicitation and understand the various requirements. Read thoroughly!
5. Develop the proposal, including the products and services you expect to deploy. Your Motorola sales representative can assist you with preparing your proposal documentation.
6. Complete certifications that are required for the grant submission and have them available to upload into the grant management system.
7. Apply through the grant management system and submit the necessary attachments.



American Recovery and Reinvestment Act

KEY DEFINITIONS

In the NOFA, NTIA and RUS define the following critical terms, which will determine funding eligibility:

Broadband – Two-way data transmission with advertised speeds of at least 768 kbps downstream and at least 200 kbps upstream to end users, or providing sufficient capacity in a middle mile project to support the provision of broadband service to end users.

Last Mile Project – Any infrastructure project the predominant purpose of which is to provide broadband service to end users or end-user devices (including households, businesses, public safety entities, and community institutions and facilities).

Middle Mile Project – A broadband infrastructure project that does not predominantly provide broadband service to end users or to end-user devices, which may include interoffice transport, backhaul, Internet connectivity, or special access.

Remote Area – An unserved, rural area 50 miles from the limits of a non-rural area.

Rural Area – Any area, as confirmed by the latest decennial census of the Bureau of the Census, which is not located within: (1) a city, town, or incorporated area that has a population of greater than 20,000 inhabitants; or (2) an urbanized area contiguous and adjacent to a city or town that has a population of greater than 50,000 inhabitants. For purposes of the definition of rural area, an urbanized area means a densely populated territory as defined in the latest decennial census of the U.S. Census Bureau.

Underserved Area – A proposed funded service area, composed of one or more contiguous census blocks, meeting certain criteria that measure the availability of broadband service and the level of advertised broadband speeds. For a Last Mile project, a proposed funded service area may qualify as underserved if at least one of the following factors is met: (1) no more than 50 percent of the households in the proposed funded service area have access to facilities-based, terrestrial broadband service at greater than the

minimum broadband transmission speed (set forth in the definition of “broadband” above); (2) no fixed or mobile broadband service provider advertises broadband transmission speeds of at least 3 mbps downstream in the proposed funded service area; or (3) the rate of broadband subscribership for the proposed funded service area is 40 percent of households or less. For a Middle Mile project, a proposed funded service area may qualify as underserved if one interconnection point terminates in a proposed funded service area that qualifies as unserved or underserved for Last Mile projects.

Unserved Area – A proposed funded service area, composed of one or more contiguous census blocks, where at least 90 percent of households in the proposed funded service area lack access to facilities-based, terrestrial broadband service, either fixed or mobile, at the minimum broadband transmission speed (set forth in the definition of “broadband” above). A household has access to broadband service if the household can readily subscribe to that service upon request.

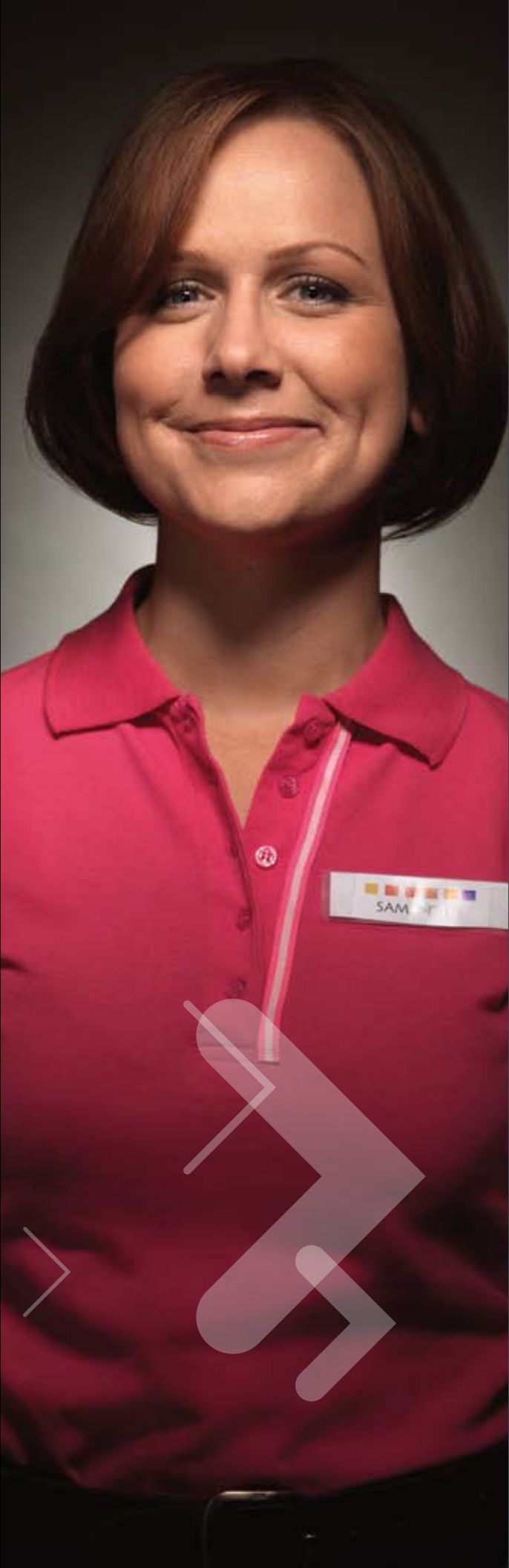
“The way Motorola designs [its equipment] – it makes customers extremely happy. We picked the right vendor.”

– Chuck McCown, General Manager, Wireless Beehive



Award-Winning Wireless Broadband Solutions

In the past two years, the Motorola Wireless Broadband platform has received a number of prestigious awards, including the NXTComm Award for Innovation, the WiMAX World Europe Innovation Award and the Queen's Award for Enterprise in Innovation.



SEIZE THE MOMENT

Don't miss this unique chance to build your business with the support of two powerful partners: the U.S. Government and Motorola.

THE OPPORTUNITY IS ENORMOUS.

The time is right. And Motorola stands ready to support you every step of the way.

FOR FULL DETAILS ON HOW YOU CAN CAPITALIZE ON THE ARRA FUNDING PROGRAM, CONTACT YOUR MOTOROLA REPRESENTATIVE TODAY, VISIT: WWW.MOTOROLA.COM/RECOVERYACT, OR CALL 1-866-464-4923.



MOTOROLA

MOTOROLA WIRELESS BROADBAND

Motorola's comprehensive portfolio of reliable and cost-effective wireless broadband solutions together with our WLAN solutions provide and extend coverage both indoors and outdoors. The Motorola Wireless Broadband portfolio offers high-speed Point-to-Point, Point-to-Multipoint, Mesh, WiFi and WiMAX networks that support data, voice and video communications, enabling a broad range of fixed and mobile applications for public and private systems. With Motorola's innovative software solutions, customers can design, deploy and manage a broadband network, maximizing uptime and reliability while lowering installation costs.



MOTOROLA

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