

BACKGROUND ON BUSINESS

High-Speed Internet, Anywhere In The Country

(NAPSA)—More and more, business relies on the Internet. All but the smallest operations have Web sites, to advertise and to make customer interactions easier, and even more use the Web to coordinate with suppliers.

Unfortunately, even in 2004, millions of American businesses cannot obtain affordable and reliable high-speed Internet service. Whether operating in suburban Maryland just outside Washington, D.C. or in rural Idaho, these businesses—particularly the smaller and medium-sized companies—do not have the same options available as many of their competitors.

One business owner explains that her business used dial-up for years because other options were not practical. "My business operates in Colleyville, Texas, located just outside Fort Worth. For too long we worked with slow connections because it was too difficult and expensive to get high-speed Internet service where we are located," says Sharon Hodnett, a Century 21 agent. "But in real estate, waiting for slow Internet is not an efficient use of time and is not cost effective. Without broadband, I'd be dead in the water."

Hodnett's real estate business is typical of many; they operate in areas near major cities, but there are not enough people in the surrounding area to justify a network investment from the major terrestrial Internet providers. For Hodnett, the only way to receive DSL or a T1 line was to make a significant, unrealistic investment or move her business—neither of which was an option.

Hodnett solved her problem by turning to satellite, a high-speed option that multinational companies have long enjoyed and that is

Quick Facts on Small Business and Broadband

- The small business administration (SBA) reports that while most small businesses in the U.S. (98 percent) have wire-line telephones, only 58 percent have high-speed Internet.
- The SBA notes that the relatively low penetration rate of High Speed Net access among small businesses could be due to price, **service availability**, or simply the nature of small businesses.
- Broadband access is NOT dependent upon location—satellite goes everywhere, including places cable & DSL do not. (T)

catching on with companies such as Hodnett's.

"Regardless of size, all businesses take great care in choosing the location for their operations," says Dave Shift, vice president of Hughes Network Systems. "They consider cost, accessibility, proximity to customers, and quality of life, to name just a few of the factors that go into determining location. Businesses shouldn't have to worry about whether or not they'll have high-speed Internet access as well. And that's what makes satellite so attractive—it's the service that comes to you."

For many years, companies such as General Motors, Wal-Mart, ExxonMobil and others have used satellite to reach thousands of locations across the country. Now small and medium-sized businesses can enjoy the same access, reliability and service that satellite offers to large companies.

For more information about high-speed Internet by satellite, visit Direcway online at www.dwayforbiz.com.