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NEWS RELEASE

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Rural Wisconsin Continues to be Wired for the Future

Siren Telephone Company Announces Fiber Optics Project

MADISON – The Siren Telephone Company (Siren, WI) recently begun construction on a project to deploy state-of-the-art fiber optic communications infrastructure throughout the company’s serving area. The new Fiber-to-the-Premise (FTTP) infrastructure will use thin glass fibers, rather than copper, as the medium through which communication signals are transmitted as pulses of light. This will provide Siren Telephone Company customers – residential and business – with much more bandwidth than the existing infrastructure allowed.

“Fiber-to-the-Premise creates an exciting opportunity to bring advanced communication services to our customers,” said Sid Sherstad, Siren Telephone Company General Manager. “The copper wire network was designed in the 1960s to carry a narrowband voice network and it has done a great job. But the network of the future is built to carry broadband data, video and voice services at speeds up to 100 Mb and beyond. Fiber optics is the infrastructure of the 21st century.” Because of the fast connections and tremendous download and upload speeds, FTTP supports multiple high-band applications at the customer’s premise. This makes it an ideal choice for the convergence of voice, Internet, television and other high-speed data communications. Siren Telephone Company currently provides voice and Internet services and plans to provide digital television services in the near future.

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“WSTA salutes the hard work, dedication and commitment Siren Telephone Company and its employees have made in serving north-west Wisconsin for more than 95 years, providing the most advanced communications technology at the best possible prices,” said Bill Esbeck, WSTA Executive Director. “We especially applaud this unique and innovative project, which will provide state-of-the-art technology and offer the highest quality telecommunication services to the citizens of the Siren-area. WSTA member companies continue to provide the infrastructure needed to keep the Wisconsin economy and job market competitive in a global economy.”

“It is great to see the Siren Telephone Company expand opportunities for area customers and develop infrastructure essential to economic growth,” said State Sen. Sheila Harsdorf (River Falls). “I wish them well as they continue to prosper in northwest Wisconsin.” “Congratulations to everyone at the Siren Telephone Company who is helping to make this state-of-the-art project a reality,” said State Rep. Ann Hraychuck (Balsam Lake). “This exciting new technology will bring future opportunity for economic growth in northwest Wisconsin.”

An increasing number of communication services will be facilitated through the fiber optic system. These include:

- An unlimited number of High Definition (HD) televisions;
- Ultra High-Speed Internet (with speeds up to 100 Mb or possibly higher);
- Video-on-Demand capabilities;
- Support for multi-player on-line gaming and graphics;
- Off-site residential and business data back-up services; and
- “Smart Home” technologies with remote capabilities and home security.

WSTA is a Madison-based trade organization representing 70 Wisconsin local telephone companies, Internet Service Providers (ISPs) and wireless carriers.