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Bandwidth Management

Some of our customers have been asking the following questions: Can expanded or perhaps unlimited bandwidth be provided, possibly even at reduced cost? Why can't we allow more bandwidth? Why does OCS impose bandwidth limits when other ISPs (supposedly) do not? Why does OCS charge so much for excess usage?



Some have suggested that our charges are too high or that we place limits on bandwidth usage only because we have no competition.

All of these issues have been addressed in previous newsletters, but they require a periodic revisit.

First and foremost, our pricing and bandwidth policies have been in place since we pioneered regional high-speed wireless service in the late 1990s. Several competitors are currently active in the community (while many have come and gone), but OCS pricing and policies have not changed without regard to competition or the economy. The majority of our customers believe we charge a fair price for reliability and quality local support.

Second, like water and electricity, the availability of bandwidth is not unlimited. All of our competitors impose limitations, but only OCS formalizes and explains them. Unlike others, we do not claim there are no limitations while obscuring them in other ways.

For example, most other ISPs reduce speeds to a crawl after extended high usage has been detected. One satellite provider shuts off service when a 5GB monthly bandwidth limit is reached. These practices are routinely cloaked in the fine print of service agreements under terminology like "adjusting throughput to maintain network integrity" or "overall network performance."

An analogy would be if some users on a common water system were allowed to leave all of their taps wide open, service to everyone else on the same water "network" would be reduced to a drip.

In contrast, one of the big reasons why the OCS network is so reliable is because we allocate reasonable usage limits for all of our subscribers.

In most cases this is not a problem, however recent increased public interest in "bandwidth hogs" like YouTube, Netflix streaming movies and Carbonite online backup are creating new challenges.

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Spyware Alert

This report is reprinted from an internal shop alert after OCS technicians noticed a new spyware scam that's been seen on numerous customer systems brought in recently.

Basically, most people will install a Flash update without reservation, considering it a trusted source. This scam masquerades as a Flash update, which actually installs something called "Security Essentials 2010."

That utility then starts popping up with warnings of several infections (which are false), and it asks users to purchase additional software in order to remove the fake viruses.

Be sure to double-check any Flash update notices, and if you suspect you already have "Security Essentials 2010" take steps to have it removed.

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THE NATIONWIDE OCS REFERRAL PROGRAM

If you refer a friend, family, or business associate to OCS, tell them to mention your name and you'll receive up to a month of free service! **Our subscribers have earned \$58,982 so far** – click Referrals on our home page for details! Your friends may simply click *Subscribe* to sign up online.



EMAIL CHANGE ALERT - SEE OUR WEBSITE

Wireless customers are now being transitioned tower-by-tower

MORE THAN 392 MILLION VIRUSES, SPAM, AND PHISHING ATTEMPTS HAVE BEEN STOPPED BY THE OCS CENTRAL SYSTEM. CALL US ABOUT OCS OFFICE SCAN!

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Bandwidth Management

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Consider some statistics. OCS wireless subscribers use an average of about 6GB per month, for everything from email, photo attachments, web browsing, and even perhaps the occasional YouTube video. While that's a 63% increase from barely two years ago, it's still well under the 10GB monthly bandwidth allocation included with OCS Basic Wireless plan types ... which leaves 4GB to spare.

So what's the impact if a typical user decides to start watching Netflix over the Internet? Just three average-length SD (standard-definition) movies would push that user near or over the limit, and every movie after that would add about \$13 in excess bandwidth usage surcharges. HD (high-def) movies use twice the bandwidth of SD and can add twice the cost in excess usage surcharges.

Those kinds of potential excess costs quickly overwhelm the instant gratification value in watching movies online. It makes even less sense when considering that Netflix also offers a very fast and efficient mail exchange service, which adds the advan-

tage of much higher DVD and Blue-ray quality without any of the freeze-frame "buffering stalls" typical of online video.

Regarding Carbonite, we certainly recognize the value in regular backups. However the transfer of large amounts of data over the Internet can be slow, time consuming, and expensive in terms of potential excess bandwidth usage surcharges. Years ago personal backup was cumbersome, but easy utilities built into Windows and Macs work well with inexpensive and compact external USB devices to make regular backup quick, easy and free of Internet bandwidth usage.

Could OCS reduce our excess usage rates? Perhaps, since they are not intended to generate revenue. However if those customers who complain that they're too high were satisfied by a rate reduction, the incentive to control their usage would also be reduced or removed and their unrestrained high usage would impact others by basically clogging and slowing down the network for everyone.

Just as with other limited resources like electricity and water for which we pay for what we use, Internet bandwidth is neither free nor unlimited. The OCS system provides as much usage as is possible using state-of-the-art equipment. If and when technology advances might make it possible to deliver more capacity, OCS will absolutely add that equipment.



Stuck in a contract?

Bring in your binding paperwork and we may be able to waive up to \$100 from your OCS startup costs to help offset early termination penalties with another provider.

WIRELESS SERVICE AREAS

- Porterville
- Springville
- Pleasant Valley
- River Island
- Globe Drive
- Strathmore
- Terra Bella
- Lindsay
- Exeter
- Badger Hill
- Visalia East
- Yokohl Valley
- Camp Nelson
- Success Valley
- Richgrove
- Delano East



Fan Mail

"Performance is so much better than our last wireless service. Thanks for making the effort to help our small communities stay connected!" -RS
 "Your Blue Ridge wireless service is great! I had satellite before and OCS is so much better." -TW

OACYS INTERNET SERVICE PLANS

One-Time Fees

Plan Name	Average Speeds			B-M-W ¹	One-Time Fees			Monthly Service
	Min	Typ	Max		Service Activation	Install/Configure	Equipment Deposit	
1 Bandwidth-Mailboxes-Webpace (see notes)								
DIALUP	26K	40K	53K	1-5-5	25.00	-	-	24.95
Accelerator	Typically 2-5X faster			-	-	-	-	+5.00
WIRELESS STANDARD 2.4 GHz								
24 Basic	125K	500K	750K	10-5-5	25.00	100.00	100.00	49.95 ^{2,3}
24 Premium	250K	1M	1.5M	15-5-5	25.00	100.00	100.00	79.95 ^{2,3}
24 Business	375K	1.5M	2M	20-10-10	25.00	100.00	100.00	129.95 ^{2,3}
WIRELESS SPECIAL CASES 900 MHz (where available)								
900 Basic	125K	375K	750K	5-5-5	25.00	100.00	100.00	59.95 ^{4,5}
WIRELESS MISSION CRITICAL 5.8 GHz (where available)								
58 Premium	250K	1M	1.5M	15-5-5	25.00	100.00	100.00	99.95
58 Business	375K	1.5M	2M	20-10-10	25.00	100.00	100.00	129.95
58 Professional	500K	2M	3M	25-25-25	25.00	100.00	100.00	159.95
58 Corporate	750K	3M	4M	30-30-30	25.00	100.00	100.00	199.95
58 Enterprise	1M	4M	5M	40-40-40	25.00	100.00	100.00	249.95

All plans include automated central email virus scanning, email spam filtering, and website parental controls. Some plan types permit webpace for personal use only. Wireless installation and deposit package may be paid in installments upon request. All speeds are symmetrical (same for upload and download) within the OACYS network only. All plans terminate at OACYS Porterville headquarters and transport to the Internet via dual T3s over dedicated OC12 fiber optic circuit. All plans subject to change without notice. Pricing and terms are current at the date of this newsletter and supersede previous versions. For footnotes 2,3,4,5 surcharges may apply. Please check with our office for additional details.

I Didn't Know That!

- OCS provides "A-to-Z" technology services
- Complete computer service and repair shop
- Variety of Internet access plans and packages
- Professional website development and hosting
- Programming and custom development
- eCommerce solutions
- Computer and Internet technology consulting
- Secure branch office inter-networking
- Internet-based "VOIP" telephone services

To set Account Preferences or make Payments Online, click **UserAdmin** on our website

On the road? Call our toll-free support at 888-OACYS.COM