

# So you think fiber is fast? Think again.

**BoiseWiFi is “Faster than Fiber and Better for Business”**

## Faster Than Fiber | BoiseWiFi vs Fiber

BoiseWiFi uses advanced microwave, point to point, **fixed wireless** technology and provides a better solution than fiber optic networks due to a combination of advantages in transmission medium and simpler geometry; the shortest distance between two points is **a straight line**.

### Performance



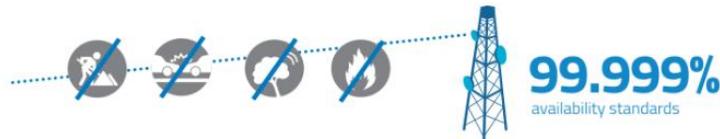
Microwave signals travel 50% faster through the air than light through optical fiber.

### Shorter Path



Microwave networks have shorter routes, reducing the total network distance and further improving latency.

### More Reliable



Microwave links cannot be damaged by construction accidents, transportation accidents, falling trees or fire, unless they are localized to the tower site.

### Extended Reach



Microwave networks can be built faster, delivering service where you need it and when you need it.

### Lower Cost



The overall cost-per-mile associated with building microwave networks is less than fiber optic cable this translates into lower cost for service installation and lower monthly service fees.

### Latency

**Latency** is largely a function of the speed of light, which is 299,792,458 meters/second in a vacuum. Microwave signals travel through the air at approximately the same speed as light through a vacuum and will have a latency of approximately 5.4 microseconds for every mile of path length. **Light travel in optical fiber has a latency of 8.01 microseconds for every mile of cable, due to the refraction in the fiber.**

## ***Is your business really getting the most out of your Internet service?***

*Chances are you're not;  
and you are probably paying way to much for what you're getting.*

*With speeds available up to 2Gbs (2,000Mbs)  
BoiseWiFi has a service plan that is just right for your business  
and likely up to 50% less than what you are currently paying.*

*99.9% up time - No Bundles - Locally owned*

*Call Today and let us show you what we can do for your business.*

**Email or call to talk with your BoiseWiFi Enterprise Account Executive today!**

**GoFaster@BoiseWiFi.net | 208-740-3988**

***Remember: Faster Internet = Higher Productivity & Happier People***