Achieving Nationwide, Interoperable Public Safety Broadband Wireless Services Through a Public/Private Partnership

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U.S. Cellular

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Two Fundamental Goals

1. Rapid development of a nationwide, interoperable broadband wireless network for public safety.
2. Availability of spectrum capacity for commercial services on terms that foster competitive, universal mobile broadband.

Critical Enablers

To achieve the two fundamental policy goals, the FCC's solution must include:

1. Full partnership between public safety and commercial operators
2. Access to spectrum opportunities for non-national service providers
3. Cost effective and spectrum efficient network deployment, operations and devices
4. Standards and procedures for interoperability
5. LTE trials and limited waivers consistent with nationwide interoperability

A Full Partnership

U.S. Cellular believes that policy objectives are best met with a model that makes public safety and commercial operators full partners

- Efficiencies of shared infrastructure as well as shared use of spectrum, operations, applications and devices.
- A reasonable amount of spectrum capacity must be available for commercial use, with clear, consistent and reasonable standards for public safety preemption and priority access under emergency and non-emergency conditions.

Spectrum Opportunities for Non-National Service Providers

Commercial partners must be selected through a fair, transparent, and objective process that doesn't favor national operators.

- Commercial partnerships and D Block licenses should use geographic areas that make sense for public safety and are accessible to multiple qualified commercial operators.
- License areas accessible to broad range of commercial operators.
  - Faster, more reliable, less costly network deployment than nationwide license
  - Customization to meet local public safety needs with national standards
  - Nationwide coordination for interoperability
  - Eliminate complexity of mega-regional packages

Cost Effective and Spectrum Efficient

The network must be cost effective for taxpayers and public safety agencies, and it must make efficient use of the nation's scarce spectrum resources.

- Commercial use of the network's capacity will help fund the network and ensure that it is fully employed.
- A robust partnership, focused on the 700 MHz band and including commercial use of the network, will create scale for mobile devices that will make them more widely available and more cost effective for public safety.

Standards and Interoperability

The network must be robust enough to meet the needs of public safety and must be interoperable on a nationwide basis.

- Technical Standards
  - Public safety organizations and commercial carriers chose LTE
  - US Cellular and others made solid proposals on coverage, build out, capacity, reliability and other standards
- Interoperability
  - Emergency Response Interoperability Center to coordinate PSBL and public safety users
  - National committee to coordinate commercial partners with ERIC, PSBL and FCC
  - National platform for certain public safety applications
  - Reasonable efforts to support gateways for other public safety networks and satellite coverage

About U.S. Cellular

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Snapshot of US Cellular

- Today: US Cellular
  - Serves 6.2 million subscribers in regional clusters
  - Serves large rural areas as well as some major metro areas
  - Provides award-winning service quality
  - Has extensive broadband deployment

- Future: US Cellular intends to be
  - A strong wireless competitor
  - Offering leading broadband services
  - Across a regional footprint

- FCC Actions needed for US Cellular to continue expanding its broadband services coverage
  - Additional spectrum
  - Other key enablers — USF support including broadband, data roaming for 3G and 4G, access to advanced handsets, reduced special access charges

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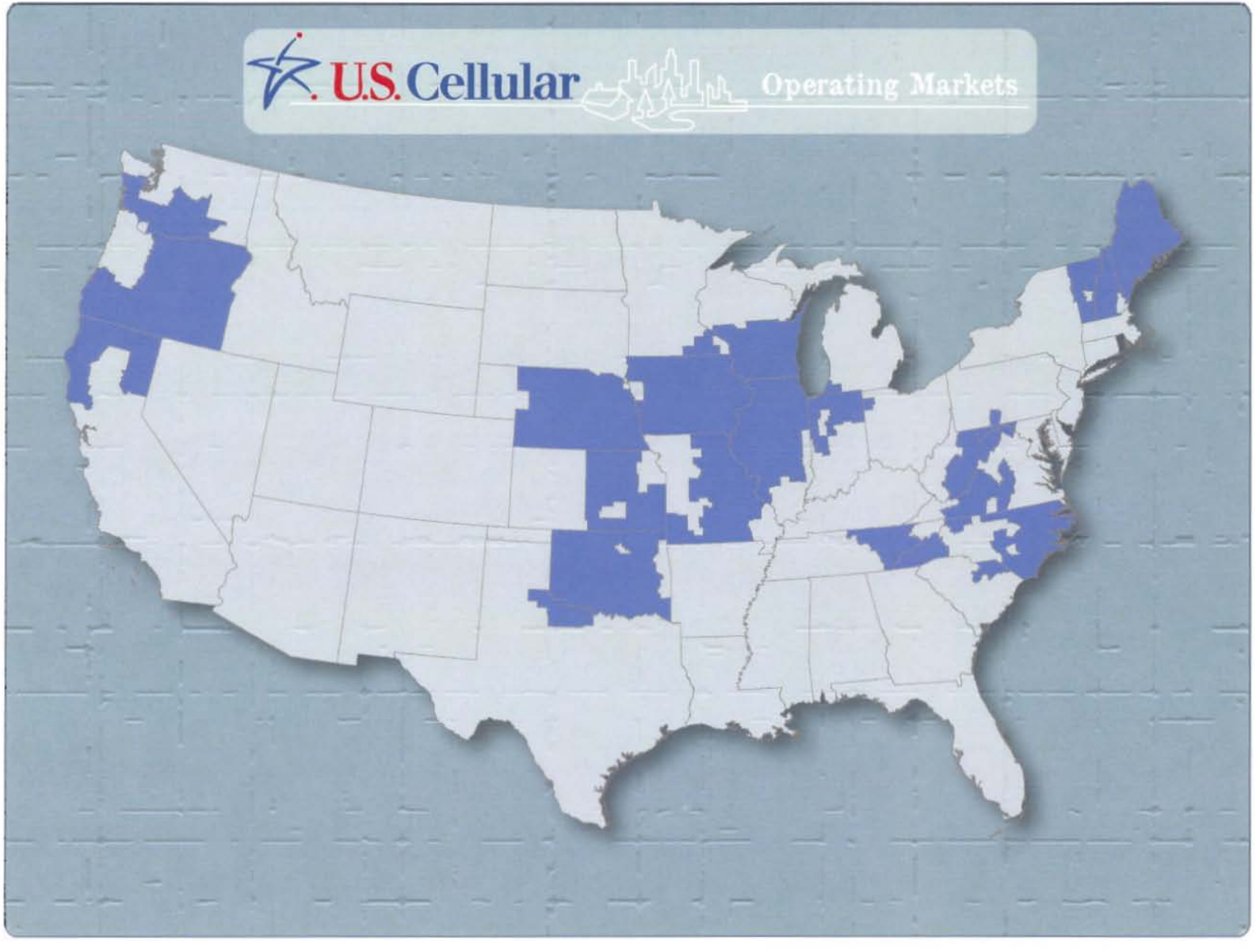
Committed to Providing Coverage and Quality for Public/Private Partnership in Broadband Wireless Services

- With USF support for voice services, US Cellular deployed cell towers to areas that lacked quality wireless voice service. Examples of new towers for unserved areas in 2009:
  - Iowa (Leando, Whittmore, Union, Green Bay, Akron, Ocheyedan)
  - Missouri (Rover, Sunnyview, Wyaconda, Chestnut Ridge, Dove Mountain, Cassville)
  - Nebraska (Grant, Pierce West, Snyder, Spalding, Chambers, Pleasanton, Franklin, Eustis, Leigh, Burr Crab Orchard)
  - Oregon (Bonanza, Malin, Hillcrest, Spray, Kings Spring)
- US Cellular has 3G coverage enabled on about 60% of its cell sites, reaching about 75% of its post-pay customers
  - Broadband coverage to many previously unserved and underserved areas
- Nine consecutive J.D. Power awards for highest call quality in North Central Region
- Seeking solutions for broadband in remote areas.
  - Applied for ARRA grants for additional broadband deployments in California, Kansas, Missouri and Nebraska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Operating Markets