

Jinn Koriech
Flat 208, Addison House
Wednesday 2nd July^t, 2014

Dear Neighbour,

You may be aware that Addison House have been pursuing the installation of the fastest residential broadband in the country, known as *Fibre to the Building*, or FTTB. The company that provides this service, Hyperoptic (see their website at www.hyperoptic.com for more information) recently sent you a letter to acquaint you with their services. They have surveyed our building and qualified it for a free installation.

I personally, along with some others, am very keen to have access to this service and it is for this reason I am writing you now. Our next step is to register the names of all residents and owners who are simply interested – not committed – to considering this facility.

There is absolutely no obligation or commitment to take on their service when you register your interest. By registering your interest now you will benefit from the free installation and be eligible for the discounted pricing, without having to change your existing broadband and/or phone services.

Unless there is enough interest shown very soon, the opportunity to receive Hyperoptic broadband to the building will be lost.

For those of you happy with your current service provider we would greatly appreciate your support nonetheless, as your registered interest will not have any effect on your current choice of provider, but will help those of us interested in receiving this service.

Next steps

- If you are interested you **must** register (with no obligation or commitment), otherwise the opportunity will be lost to us all.
- By registering you are offered the free installation and lower prices outlined below, at a time convenient to you, and without affecting your existing services.
- How to register? Register online (<http://j.mp/nw8-fibre>), by phone, email, or with the house manager. Full details are below.

What are the advantages of ultra-fast broadband?

The value of ultra-fast broadband obviously depends on what you use the internet for. If it's just email then it may have little interest to you. But if you call your friends and loved ones abroad for free, or like to stream or download music and/or videos, a faster service makes life very much easier. If you watch television over the internet (BBC iPlayer, YouTube, or Netflix for instance) it makes a huge difference. It also makes possible HD and UltraHD TV transmissions. The world changes very fast and before long an ultra-fast broadband will be as important as a standard telephone or TV connection.

Personal benefits aside, it has also been reported¹ that being attached to a good broadband service can affect the value of your property. Tenants and house buyers are now considering access to fast broadband services among their selection criteria.

¹ <http://www.telegraph.co.uk/technology/broadband/10671273/Slow-broadband-wipes-20-off-house-prices.html>

What is the likely cost per month?

Hyperoptic have agreed to connect our building and all the flats for free if enough residents express their interest. While there is *no obligation* when registering your interest, they expect enough people will subscribe to their service, over time, to make it worth their while. They have also agreed to waive the usual connection point installation fee of £240, however this is only applicable during the initial installation period to residents who register their interest.

	Broadband only	Broadband & Phone (installation promotion)	Broadband & Phone (standard, monthly)
20 Mbps – ‘standard’ speed	£20.00	£22.50 + free install	£25.00 + £240 setup
100 Mbps – good for music, films and TV	£30.00	£32.50 + free install	£37.50 + £240 setup
1000 Mbps (1 Gbps) – the future, download a movie in 30 seconds	£40.00	£42.50 + free install	£62.50 + £240 setup

Note: promo pricing is for residents who register their interest now, and for a 24 month contract

How do I to express my interest?

You can do so by providing your name, address and email:

1. via the Hyperoptic website <http://j.mp/nw8-fibre>; or by
2. emailing Hyperoptic’s representative anna.jackson@hyperoptic.com; or by
3. ringing Hyperoptic customer support on 0333 332 1111; or by
4. signing the interest form with Terry, the house manager

You can find out more about the facility from our website at www.addisonhouseonline.com/fibre.

Please note Addison House Residents Management Company are not recommending Hyperoptic or any other broadband provider. Our goal is to offer residents as much choice as possible. Any contract would be between you and Hyperoptic, with no involvement on the part of the buildings Management Committee, and you would be responsible for arranging any routers or cabling that may be needed inside your flat to access a particular service.

Why am I writing this?

I would like to say that I personally have researched the providers of broadband services thoroughly, and as a specialist in the field I am confident that *all* residents of Addison House will benefit from this choice and opportunity. Please do use the information provided here and on our website to do your own research. I am also happy to answer any questions you may have.

I hope you will join me in trying to bring ultra-fast broadband to Addison House.

Yours sincerely,

Jinn Koriech,
Director, Addison House Residents Management Company