



Corporate Backgrounder

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The Market Need

Today, political leaders at all levels of government are working to strengthen economic development, bridge the Digital Divide, streamline the delivery of government services and improve the quality of citizens' lives within their communities.

To accomplish these goals, local officials are embracing a vision for Digital Cities, a term used to describe communities where technology is applied to promote economic development and community enhancement. Specifically, a Digital City has the following characteristics:

- Broadband telecommunications for businesses, residents and government agencies is universally-available and affordably-priced;
- Government officials and community leaders are committed and aligned to a long-term vision for technology and its positive impact on economic development and community enhancement;
- Solutions are deployed to create more efficient and responsive government while easing citizen-to-government interaction in areas such as Public Safety, Transportation, Education, E-Government, Healthcare and Public Works;
- A formal process for cooperation between local governments and private technology and telecommunications companies;
- Local government officials are committed to taking steps to ease the technology investment burden of private sector companies; and
- Programs are in place to bring technology products, services and training to lower-income or disadvantaged areas of the community, helping to bridge the Digital Divide.

The Challenge

To accomplish their goals, political leaders can face many challenges, including:

- Difficulty defining measurable and achievable objectives;
- A complex technology landscape, consisting of dozens of established and emerging infrastructure choices including DSL, Cable, Fiber, Wi-Fi, Wi-Fi Mesh, WiMAX and 3G;
- An infinite number of business model characteristics and choices;
- A complex legal and regulatory environment that either enables or restricts choices;
- Nonexistent or complex project funding mechanisms;
- Difficulty building alignment between government agencies and elected officials;
- Opposition from incumbent technology and telecommunications providers; and
- Intense pressure for immediate results from the press and analyst community.

Civitium Introduction

Civitium provides strategy, management, and process consulting services to local governments and private organizations interested in deploying wireless broadband to help achieve these objectives and overcome these challenges.

As a team with decades of government and commercial experience, Civitium understands how important cooperation between the public and private sector can be to a successful deployment.

Civitium is also neutral and objective with regard to technology solutions and vendors, and does not sell equipment or deploy and manage networks. However, Civitium has a strong alliance with industry thought leaders and trendsetters, allowing our customers to clearly understand the market and make the best decisions.

Management Team

Greg Richardson, President and CEO

Greg has led the strategic consulting engagement for the City of Philadelphia's wireless network deployment. In April, 2005, Greg will lead the "Wireless Broadband for Tomorrow's Digital Cities" panel for the Wireless LAN Event in London.

Before Civitium, Greg served as the Director of Wireless Consulting for Siemens, where he led the consulting engagement for the Wireless Houston County initiative and developed the Cooperative Wholesale™ business model.

Prior to Siemens, Greg served as VP of Professional Services for Wireless Knowledge, a pioneering joint venture between Microsoft and QUALCOMM. He is also a regular speaker at industry conferences and events.

Matt Stone, Co-Founder and Government Strategist

Matt has served as Project Manager for the RF study conducted for the City of Philadelphia. Matt has published the "Wireless Broadband: The Foundation for Digital Cities" cookbook outlining a ten step process for municipal wireless broadband deployments and "Wireless Broadband: A Silver Bullet for Poverty" Digital Divide case study. In January, Matt testified for the New York City Council Committee on Technology and Government about wireless broadband and the Digital Divide.

Matt has worked with government leaders at every level as a Warner Robins, Georgia City Council member, Wireless Houston County Committee chairperson, former speechwriter and advisor to now Georgia Governor Sonny Perdue, and Wireless Coordinator with the Georgia Department of Education.

Advisors

Eric McLaughlin

Business Operations Manager for New Business Initiatives, Intel Capital

Eric McLaughlin is currently the Business Operations Manager for Intel Corporation's New Business Initiatives group (a division of Intel Capital) which is responsible for incubating new business opportunities within Intel. Previously, Eric worked as a Market Development Manager for Intel's Broadband Wireless Division – the group responsible for Intel's WiMAX efforts where Eric worked with Equipment Manufacturers, Telecommunications companies, and government regulators in an effort to build momentum and synergy around WiMAX broadband technology worldwide. Eric also served as the Business Development Manager for the WiMAX Forum™ where he was instrumental in building the WiMAX Forum™ membership from 9 companies to over 200 actively participating companies today.

Dr. Costis Toregas

President Emeritus, Public Technology, Inc. (PTI)

For more than 30 years Dr. Costis Toregas has worked at PTI, dedicating his exceptional energy and skills to his unwavering vision: that of strengthening local governments through the harnessing and effective use of technology. Dr. Toregas has recently retired as President of PTI and has assumed the role of President Emeritus.

Esme Vos

Founder and President of Muniwireless

Esme Vos is the founder and President of Muniwireless.com, the leading website devoted to municipal wireless broadband projects worldwide that are funded or supported by cities and towns. She is an intellectual property lawyer, writer and former chemist who also writes technology-related articles. Esme's latest piece is on fiber networks and Wi-Fi for a Dutch professional journal called Stedebouw & Ruimtelijke Ordening. She is also a sought-after speaker and moderator at industry events.

Current Customers



Solutions

Civitium's proven, experienced team provides the following professional services for interested communities and private organizations.

Strategic	Management	Process
Develop project objective with roadmap to achievement Conduct feasibility study Build alignment between government agencies and community leaders Collect network requirements through stakeholder analysis Provide options and recommendations on proper technology solutions and business models Construct strategies to implement Digital City applications	Provide project management services for deployment Conduct RF Study to measure existing signal noise and interference Create or validate network architecture and design Author and administer RFI and RFP process Evaluate RFP responses Assist in facilitating funding through private and public sources Develop and/or validate techno-economic models	Develop strategy for community involvement Leverage best practices from prior projects Build cooperation with regional and state government agencies Recommend local policy options to promote competition and encourage innovation Develop press relations and community education plans

Additional Resources

In the past year, Civitium has provided services and industry leadership on Digital Cities and wireless broadband solutions to public and private organizations. Links to additional resources are provided below:

- www.civitium.com - For up-to-date information or to subscribe to our newsletter
- ["Wireless Broadband: The Foundation for Digital Cities"](#) - Cookbook for municipal deployments
- ["Wireless Broadband: A Silver Bullet for Poverty"](#) - Digital Divide Case Study
- Political and Regulatory Analysis White Paper – Coming in early 2005
- [States with Regulations on Municipal Telecommunications and Broadband Services](#)
- [Wireless Philadelphia™](#) website