



ARMSTRONG®

The Future is 10G

Armstrong Brings Innovative Technology, Better Service, and New Opportunities to Medina, OH

ABOUT ARMSTRONG

Armstrong provides industry-leading high-speed ZOOM Internet with Enhanced Wi-Fi, advanced television powered by EXP and telephone services to residential and commercial customers in Pennsylvania, Ohio, New York, West Virginia, Maryland and Kentucky. Armstrong has been in the telephone service industry for over 60 years and has been providing internet for almost 25 years.

While they pride themselves on leading the industry in innovation and advanced technology, they have remained committed to their core values of enhanced customer service and the integrity of their systems. Armstrong is a family-owned business with close ties to the communities they serve.



CONTENTS

1. Meet Our Experts
2. The Social Impact of 10G in Medina
3. Armstrong Invests in the Future for Customers and Communities
4. High-Speed Internet Brings Value and Growth to Local Institutions
5. Innovative, Affordable and Accessible

MEET OUR EXPERTS



Jeff Ross
President
Armstrong



Jeff Leget
Vice President of
Infrastructure Operations
CableLabs



Mike Bricker
General Manager
Armstrong



Alec Mueller
Head eSports Coach
Ashland University



Mike Giobbi
Chief Technology Officer
Armstrong



Lucas Smith PT, DPT, MBA
Director, Ambulatory Services
and Property Management
Summa Health

WHAT IS 10G?

“10G will provide a myriad of new immersive digital experiences and other emerging technologies that will revolutionize the way we live, work, learn and play. The 10G platform is a combination of technologies that will deliver internet speeds 10 times faster than today’s networks and 100 times faster than what most consumers currently experience. Not only does 10G provide faster symmetrical speeds, but also lower latencies, enhanced reliability and better security in a scalable manner.” You can read more [here](#).

“Access to high-speed, affordable and reliable internet creates a lasting social impact on the communities we serve.”



THE SOCIAL IMPACT OF 10G IN MEDINA

In November 2021, Armstrong hosted a 10G Network Expo at the Medina Country Club to announce they have launched 10 Gigabit capable Internet service, the present world-best technology, to Medina, Ohio. Industry leaders from healthcare, higher education and Broadband industries, as well as elected officials and small business owners, attended the event – which included a panel presentation and demo of the new technology.

When asked about the importance of Armstrong’s investment in new technologies, President Jeff Ross stated, “Access to high-speed, affordable and reliable internet creates a lasting social impact on the communities we serve. One thing that the pandemic taught us is

how important broadband is. What used to be an amenity-type service, has now become part of the fabric of our lives.”

According to OpenVault, Broadband data usage in 2021 continued the trend of 40 percent compound annual growth rates. While the internet was previously used to check email, surf the web or shop online – people now utilize the service to work from home, attend school or even visit virtually with healthcare professionals. The social impact high-speed internet has on communities across the globe will continue to rise, and companies like Armstrong are committed to meeting this growth with new technology and better service.

ARMSTRONG INVESTS IN THE FUTURE FOR CUSTOMERS AND COMMUNITIES

10G ready network has expanded to Medina, OH bringing availability of multi-gigabit speed Internet service to the community for the first time. The revolutionary 10G fiber

broadband network positions Medina as one of Ohio’s most cutting-edge communities. Only a small handful of homes and businesses in the world have multi-gigabit fiber available

“We are building the network of the future to help foster additional growth and economic development for the area.”

“We are building the network of the future to help foster additional growth and economic development for the area,” said Armstrong’s Chief Technology Officer Mike Giobbi. “Communities are faced with a variety of choices when trying to bridge the digital divide. Armstrong is building state-of-the-art technical infrastructure without the use of public funds, which helps enormously. Our future-proofed network has proven valuable to the municipalities we partner with, and we are proud to provide this level of service.”

During the event, Armstrong showcased a live connection to the network, featuring demonstrations of eSports gaming, virtual reality, holograms, telehealth concepts and other applications that will require accelerated increases in bandwidth to homes and businesses. “The difference was stunning,” said Jeff Leget, Vice President of Infrastructure Operations, CableLabs. “Armstrong has been a technology leader in the industry for many years and recognizes how critical ongoing investment is to meeting customers’ needs.”

today. When asked about the availability, Armstrong General Manager Mike Bricker said “Armstrong has continuously provided Medina, OH with the highest quality broadband services for over 20 years. Now we’re leading the way into the 10 Gigabit and beyond future.”

Armstrong, long recognized as one of the leading internet service providers (ISPs) in the nation, fully funded the construction through part of its ongoing \$200 million network enhancement investment. It is

the third time since Armstrong started in Medina that they have completely rebuilt the network. When asked about this investment, Ross stated, “We can do that because we’re a financially secure company and we are long term players. We know if we make that investment that we’ll see the return on that over the years, not in a five year window like a private equity based company might do. We’re investing in our customers and the communities in which we operate.”

HIGH-SPEED INTERNET BRINGS VALUE AND GROWTH TO LOCAL INSTITUTIONS



While 10G technology is an exciting new benefit for customers, its impact will be substantial for local businesses, healthcare facilities, higher education institutions and more. Armstrong has invested private funds to increase service, spurring economic growth and providing customers with state-of-the art upgrades.

“Armstrong has been a technology leader in the industry for many years and recognizes how critical ongoing investment is to meeting customers’ needs.”

When it comes to healthcare, access to high-speed and affordable internet was essential throughout COVID-19. “When the pandemic hit, if you wanted to see your doctor, you were going to have to do it via tele-medicine, so we had to pivot quickly and develop systems and platforms to do that. In order to do this, both our company and the patient, had to have a strong network, that was very important,” said Lucas Smith PT, DPT, MBA, Director, Ambulatory Services and Property Management at Summa Health.

Another industry within Medina that relies on broadband is higher education. Ashland University’s Head eSports coach, Alec Mueller, reiterated how important high speed internet is for their highly competitive and growing eSports program, stating, “Gamers require the fastest, most reliable network connections possible these days. The gaming community will continue its explosive growth for the foreseeable future.” Access to 10G will keep schools, colleges and universities in Medina competitive, and able to support their students, faculty and staff.

INNOVATIVE, AFFORDABLE AND ACCESSIBLE

Armstrong has introduced the fastest residential product available in the United States today. A new symmetrical 3 Gigabit by 3 Gigabit service option is now available in Medina for only \$149.95 per month. Armstrong also announced that its continued investment will generate a reduction of price on two of their most popular levels of

internet service. These changes will take place before the end of the year.

Currently, Armstrong is completing construction efforts throughout its service area in Medina County with customers constantly being connected to the unmatched fiber network as neighborhood buildouts are finished.



To learn more about Armstrong’s 10G service, visit: ArmstrongOneWire.com/Medina10G



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