



COMMUNICATOR

QUADRO COMMUNICATIONS CO-OPERATIVE INC.



QUADRO
BlackBerry PlayBook
NOW AVAILABLE!

QUADRO Welcomes Digital Cable TV

As some Quadro customers are already aware, we now have successfully made the switch over to our new and exciting Quadro Digital Cable TV platform. This new venture has been a positive one as Quadro along with Hay and Tuckersmith Communications has purchased Mitchell Seaforth Cable TV. We would like to welcome back any previous Quadro IPTV subscribers and announce to all customers with Fibre Optic technology to their home, that this new TV service is available to you. Our new TV programming provides a reliable and exciting TV experience. Enjoy this new TV service with 100% digital picture and sound, On Demand TV, Timeshifting, Pay Per View and more. Also experience Classic Cable to your home without the need for a digital box. Add a digital HD or DVR box to your TV service and enhance your TV capabilities.

WHAT DOES DIGITAL CABLE TV HAVE TO OFFER OVER SATELLITE?

- Hassle Free installation – no DISH
- NO need for a digital box at each TV. Ask us how!
- Local channels available, along with all major network affiliate stations.
- Local Canadian content & Community channels with upcoming events and advertising.
- Quadro currently offers **FREE INSTALLATION** to convert you to this new service!

For more information and channel programming and pricing guide please visit www.quadro.net or call our business office at **519-229-8933** or **1-800-265-4983** for more details.

QUADRO OPENS MEMBERSHIP

Quadro is extending the opportunity of becoming a Quadro co-op member to all of our customers. In the past this privilege has been limited to only people living in the original 4 exchanges of Granton, Kirkton, Sebringville and Uniondale who had wire line telephone service. Over the last year the membership and Board of Directors were aware that the telecommunications industry is changing very fast. In order for Quadro to remain relevant as a telecommunications supplier it is mandatory that we grow the company. Extending membership to all customers provides a great sales and marketing tool for us and extends the benefits of being a co-op member to all loyal Quadro customers.

Benefits of becoming a member of Quadro Communications are:

- Members and their families are allowed to apply for scholarships given out by

Quadro Communications to members of the Co-operative

- Become a member of the Quadro Board of Directors
- As a member you are also an owner of the company.

In the near future we hope to announce new benefits that will make being a co-op member even more desirable. We invite you to become an active co-op member. We welcome your feedback and participation. Be sure to attend the annual general meeting and let us know how we're doing. We encourage your suggestions so we can serve our community better. It's your company. Let's make it the best it can be!

If you are not a member, please contact us at **519-229-8933** for details. Quadro membership is a one time **\$1** fee to join.

QUADRO TROUBLESHOOTING



Save yourself **\$79** by self-diagnosing troubles on your line! When your telephone service isn't working properly, especially after a storm, unplug computers, fax machines, and all phones but one basic set to help determine the cause. Ensure that any surge protectors that may have been damaged have been removed, and replaced with a new one. If you are having troubles connecting to the internet, please remember to call internet support at **519-229-8020**, let a technician help diagnose the problem over the phone. If the trouble is due to the line or the rental equipment, we will repair it at no charge. If your personal equipment is the cause of the trouble, you will be billed the **\$79** diagnostic charge.

Storm Season Has Arrived!

Please remember to ensure that your electronic valuables are protected with a surge protector. In the event of a power failure, customers who have fibre to the home may have battery for backup power for up to 6 hours of telephone use. The battery backup will begin to recharge once power is restored. Questions regarding a secondary power backup for the phone line should be directed to your favourite local electrician.

CALL BEFORE YOU DIG



Whether you are planning to dig yourself or hire a professional, smart digging means calling for locates before each job. Every digging job requires a call – even small projects like planting trees and shrubs.

For more information or to book a locate please visit www.on1call.com or call:

1-800-400-2255

\$55
A MONTH
3YR TERM

SMARTPHONE FAB 10 PROMO



- FREE Nationwide local & long distance calling to 10 people
- 200 Anytime Local Minutes
- FREE local calling on evenings & weekends
- Unlimited Text, Picture & Video Messaging
- 1GB data plan with Unlimited Social Networking

*SOME CONDITIONS APPLY. SEE IN STORE FOR PLAN DETAILS. PLAN SUBJECT TO CHANGE WITHOUT NOTICE.

View from the Train

- By Dave Baxter C.E.O Quadro Communications Co-operative Inc.

When I first arrived at Quadro I was not fully moved so I had to travel back to Ottawa on the train, which provides lots of idle time, time for contemplation and reflection. During that trip I produced the first "View from the Train" communication for the Quadro Staff, since then they have become a semi-regular internal communication vehicle. I wish to extend my "View from the Train" to you, our valued customer.

Quadro becomes its own Internet Service Provider (ISP)

Since the introduction of Quadro's Internet product several years ago, Quadro has outsourced the provisioning of this product to a co-operative strategic partner. During the 2010 Strategic Planning exercise the Management and Board of Directors of Quadro decided that it was imperative for the long term growth of the Co-op that Quadro be in control of the core technology needed to operate. The ISP was the glaring exception to this objective. During the past year, Quadro staff have been working at delivering on this key Strategic Planning objective. This fall, Quadro will be launching its own ISP operations to our own local environment. There will be some bumps along the way as we add this new and significant piece to the Quadro technology mosaic. Your customer loyalty and patience during this positive transition is greatly appreciated.

Usage Based Billing (UBB)

Last year we informed you that Quadro would be moving to a UBB model in the Spring of 2011. Since our original communication there has been a great deal of controversy and press regarding UBB. This has caused us to re-think our approach.

There is no doubt that some form of UBB must be implemented in order to pay for the endless growth in demand for Internet access. The demands our customers are putting on the Quadro Internet infrastructure are growing at over 50% per year. Over 30% of all Internet traffic during prime time is going directly to Netflix. In order to ensure the continuation of a great Internet customer experience, Quadro must continue to invest in the growth of our Internet infrastructure. UBB helps pay for this.

Shortly you will start to see Internet usage data appear on your bill. This will inform you how much Internet usage you are consuming each month. It is our intention to keep this as an *'informing' exercise not a 'billing' exercise* for the time being. Over the Summer we will be formulating our direction regarding the implementation of UBB which will be implemented in the Fall. We are interested in hearing your opinions and comments pertaining to UBB in order to help us shape our direc-

tion. Please send you comments with the subject line "Usage Based Billing" to customer.care@quadro.net.

Cellular Business Surges

Since switching from a 100% Quadro cell solution to a strategic partnership with BellMobility our cell business has soared. For over a year now we have been on track to attract one new cell customer each day. Quadro has recently been focused on providing cellular service to large business customers. This is a great effort and profitable win for Quadro, job well done by the Business Development group.

Quadro & Mitchell Seaforth Cable TV

The conversion of our TV product from IPTV to MSG TV has been exceptional. Comments from our customers who are using the new product are saying "we love it". Things have gone so well that we can invite all of the customers previously transferred to the Morningson IPTV product to come back to Quadro earlier than we originally thought. What we thought would take 9 months has taken much less time. We look forward to providing you with our new and improved MSG TV product. Call the business office at **519-229-8933** to book a conversion appointment.

Importance of Landlines

Cellular phones offer you convenience, letting you talk from virtually any location. What you may not realize is that they can't provide all of the advantages of landline phones. That's why a combination of landline and wireless phone use may be the right choice for you.

Landline phone service gives you:

- **Safety:** 911 operators receive your exact location automatically when you call whether you have the capability of speaking or not.
- **Cost Savings:** Enjoy unlimited local calling without having to worry about minutes or extra charges.
- **Directory Listings:** When you subscribe to landline phone service, your number can be listed in the local phonebook.
- **Hometown Connection:** When you need help, Quadro is close by to provide local customer service.

It just makes sense to include landline phone service as a part of your communications mix.



RFoG



You hear the term RFoG and you think, Rain and Fog?

Actually, RFoG means Radio Frequency over Glass. Quadro's Fibre To The Home Customers (FTTH) can receive Cable TV over fibre, with the RFoG technology.

So, what are the major advantages of RFoG?

1. RFoG provides better reach and requires much less equipment in the access network. Coax requires repeaters every 1000 feet or so. RFoG does not require an active piece of gear be installed in the access network, only passive splitters and can reach as far as 20km.
2. RFoG is green. It does not require an active node or repeaters, so it avoids the power consumption of these devices.
3. With RFoG, the ultimate signal delivered to the subscriber is better because optical transmission is impervious to electromagnetic interference, especially important in the return path.
4. The RF bandwidth provided in an RFoG network is greater than what is provided by Coaxial Cable. This allows a provider to deliver services above 1 GHz, even another complete channel lineup.
5. Fibre is much better than coax at handling changes in temperature, humidity, and other environmental conditions further reducing the operational burden.

RFoG is a smart way for Quadro to deploy a simple proven solution for our new Cable TV platform.

Vlad Hrubik - Quadro Network Operations Manager

CONTACT US:

KIRKTON

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CELLULAR INQUIRES: 519-229-CELL (2355)

INTERNET SUPPORT: 519-229-8020

EMAIL US: customer.care@quadro.net