

Opticomm
the power of choice

What is an Opticomm Home?

A fibre connected home delivering a digital lifestyle with a choice of provider

Opticomm delivers

- Ultra high speed broadband
- Free-to-air Analogue and Digital TV
- Pay TV
- Telephone and/or VoIP
- Video-on-Demand
- Home Security
- Environmental Monitoring
- Smart wired homes

The design, build and marketing of homes is evolving constantly. Consumer trends drive changes in both residential lifestyles and community living. While it is impossible to stay on top of emerging technologies and concepts, it is possible to be ready for them.

The fastest-growing trend in new residential communities is the “digital lifestyle.” Music and video downloads, voice communications, video-on-demand, online gaming and ultra high-speed Internet are just a few of the consumer preferences found in the 21st Century Home. Advanced fibre optic technology delivers these latest digital technologies directly to homes, including telephone and Pay TV services.

Not surprisingly, developers and builders everywhere see the marketing and sales value of creating Fibre-Connected Communities. As consumer demand for a digital lifestyle increases exponentially...

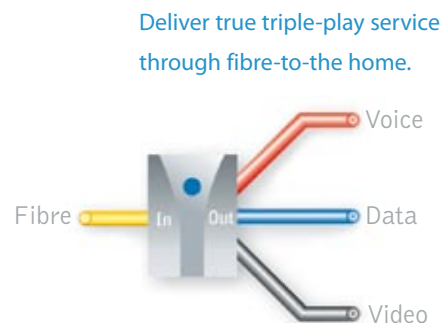
...developers and builders should seize the opportunity by using an Opticomm Fibre Network.



Installing an Opticomm Fibre Network adds value to estates. Developers and builders profit from the ready access to technology and premium services provided by a fibre optic platform. Master-planned communities that meet the strong consumer demand for ultra high bandwidth and are flexible enough to support emerging technologies are the first properties purchased by builders and the first sold to homeowners.

In fact, studies show that homebuyers are willing to wait for extended periods of time so they can purchase a home in a Fibre-Connected Community. The deployment of fibre optic networks is a growing trend worldwide, and even homebuyers who are not technology savvy are taking notice.

Perhaps most importantly, Fibre-Connected Communities minimize a developer's selling time and maximise return on investment. Homebuilders recognise an average increase of nearly \$10,000 in home value at the time of sale when the neighbourhood is equipped with a fibre optic network.



The Opticomm Estate satisfies consumer demand for a digital lifestyle and will increase the value of your investment.



Digital Lifestyle Checklist

Freedom for the homeowner to choose:

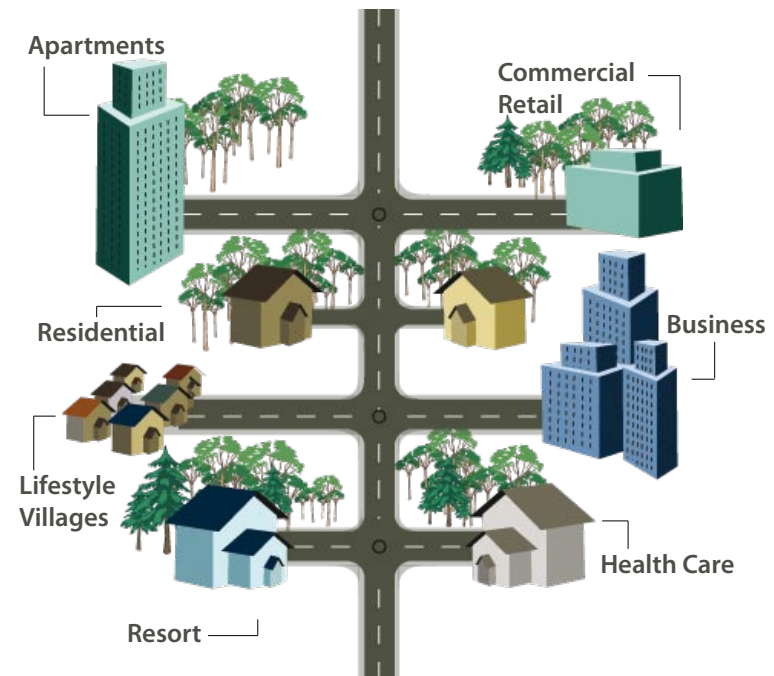
	OPTICOMM	OTHER
From a variety of Internet and Phone Providers	✓	
More than one Pay TV Operator. The network is capable of carrying subscription television services such as Foxtel, Selectv and Austar subject to agreements with the provider	✓	
Analogue/digital (including High Definition) Free-to-Air TV. No need for a Digital TV STB for old TV sets	✓	
A variety of Technology Packages including a TV only package and packages with Pay TV, Internet and phone	✓	
Internet speeds up to 100Mbps at ADSL pricing	✓	
Video-on-Demand Services via IPTV	✓	
Mobile phone packages with a variety of providers	✓	
Broadcast IPTV services when they become available	✓	
A low cost VoIP or a plain old telephone service (POTS)	✓	
No requirement to sign lock-in contracts	✓	
"Nurse-call" and other disability support solutions	✓	
Battery back-up options for home gateway	✓	
A wide variety of security options from Hills Industries such as CCTV, access control and alarm systems	✓	
A range of Smart-Wiring options with a basic system included in the turnkey price	✓	

Freedom for the Developer to choose all or some of the following:

	OPTICOMM	OTHER
Advanced fibre optic communications and entertainment infrastructure backed by Hills Industries, a \$1billion, publicly listed Australian company	✓	
Full turnkey design, construction, provisioning, operation and maintenance agreement with one entity	✓	
Ownership options	✓	
One point of contact	✓	
Mix of stand-alone home, multi-dwelling unit, commercial and/or retail connections with an very extensive range (more than 30 options) of Optical Network Termination (ONT) units	✓	
On-site Project Management	✓	
24/7 Network Operation Centre options	✓	
Carrier Grade backhaul options from a variety of providers	✓	
Head-end site location within the estate or up to 20km from the site	✓	
Antenna free dwellings	✓	
Flexible technology packages to meet your budget	✓	
Smart wiring cabinet included in turnkey price	✓	
Payment terms in line with the rollout of the project	✓	
Complete civils design package	✓	
Community Portal options	✓	
Environmental monitoring options	✓	
Wireless Hot Spot options	✓	
Technology with a proven track record in Australia and the world	✓	
Technology that complies with international telecommunications standards	✓	
Joint marketing including brochures, open days, an interactive display in the sales office and follow-up mail-outs.	✓	

Your master-planned community can be customised to meet your digital lifestyle needs.

An example of a master-planned community



Opticomm's joint venture partner, Hills Industries offers an extensive range of products for residential and commercial markets including: Security alarms, access control, intercom, closed circuit TV surveillance, intelligent lighting, home theatre, multi-room entertainment, home automation, commercial sound vision and lighting, smart home wiring, rainwater tanks, solar hot-water, steel roofing, guttering and scaffolding, Hills Hoist and ironing boards, children's playground equipment, ducted vacuum systems, ladders and wheel-barrows.

Opticomm delivers turnkey solutions to new estates. Developers typically do not want to own and operate a telecommunications network themselves. Opticomm as a licensed carrier, will design, build, operate and maintain an advanced fibre network.

Opticomm offers residents high speed Internet, free-to-air analogue and digital Television, Pay TV, Plain-old-Telephone-Service (POTS) and/or low cost calls using VoIP, Video-on-Demand, Web TV, security services, utility and environmental monitoring and much more. The network is capable of carrying subscription television services such as Foxtel, Selectv and Austar subject to the providers agreement. Opticomm also provides unique solutions for multi-dwelling units and business customers on the same fibre optic network infrastructure.

Opticomm will tailor a solution to the specific needs of each community and can offer home owners a package of services so they can experience the new digital lifestyle that only a fibre network can deliver.

Opticomm utilises the world leading, industry standard, Gigabit Ethernet Passive Optical Network technology.



**The Opticomm Promise:
To design, build,
operate and maintain
a truly open access
fibre network.**

Opticomm
delivers a total
solution for your
estate from the
entrance to the
wall plate.



OptiComm Co Pty Ltd

ACN 117 414 776

Victoria

G66 / 63 –85 Turner St
Port Melbourne VIC 3207
P: 03 9646 5236
F: 03 9645 4013

New South Wales

Unit 23, 380 Eastern Valley
Way, Chatswood NSW 2067
P: 02 9417 2650
F: 02 9417 5471

10–12 Wiggs Road
Riverwood NSW 2210
P: 02 9717 5200
F: 02 9717 5221

Queensland

69 Activity Street
Acacia Ridge QLD 4110
P: 07 3344 3855
F: 07 3344 4866

South Australia

31 Walsh Street
Thebarton SA 5031
P: 08 8352 4444
F: 08 8352 4488

Western Australia

11 Howe Street
Osborne Park WA 6017
P: 08 9204 0222
F: 08 9204 0296

New Zealand

124-128 Hutt Road
Petone 5012
New Zealand
P: +64 4 939 9355
F: +64 4 939 9366

sales@opticomm.net.au
www.opticomm.net.au



**Opticomm is a Hills
Industries joint
venture company**