



# Lit San Leandro

## Introducing Lit San Leandro

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Serious money changes hands over the Internet. In 2011 alone:

- Facebook's profits were \$2 billion, double the previous year;
- eBay did \$5 billion in business—just over mobile devices;
- Google's revenues exceeded \$30 billion.

These are the companies that we see every day. The bigger picture includes people, at home as well as in small and large businesses around the world. Annual global Internet commerce for 2011 totaled roughly \$10 trillion, and all signs point to explosive growth in years to come.

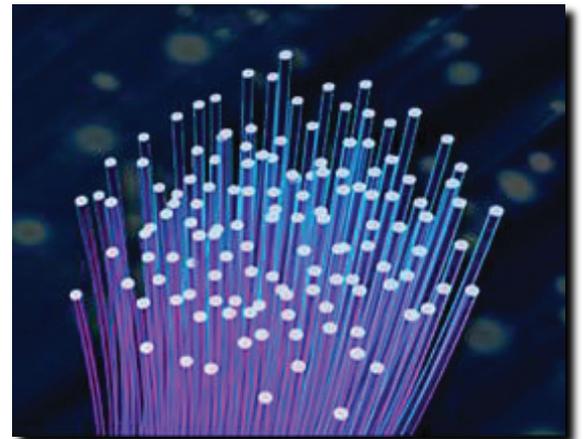
Businesses need to be connected to the Internet, and the speed of their connection is a strategic advantage. Lit San Leandro is helping local businesses by connecting property in San Leandro to the Internet via a screaming fast—and amazingly cost effective—fiber optic network.

## Why Fiber?

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Cable made of optical fiber (aka fiber optic cable) offers to revolutionize Internet access and transmission of data. The very thin fibers are made of glass, which allows light to be transmitted:

- at very high speeds (you've heard of the speed of light?);
- over longer distances;
- with greater efficiency (which allows for transmission at different light frequencies); and
- with less interference than traditional metal wires.

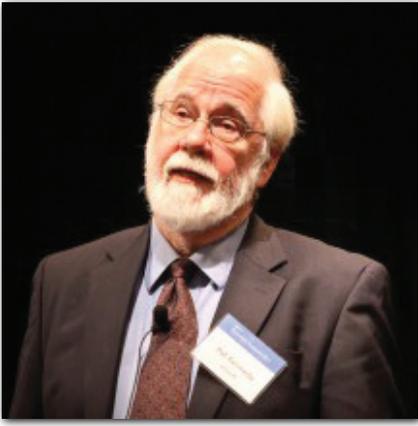


Increasingly and in different ways, people in businesses need to communicate with each other. As more data is being generated (new documents, videos, sensor data, phone calls, and much more), it needs to be shared, processed, and stored. Nobody wants to sit and watch files transfer slowly, and it isn't necessary to do so over a fiber network.



# What We Bring to the Community

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There have been many news stories about the impending shortage of bandwidth in the US, but there are also new technologies that allow higher and faster bandwidth that are not as well covered. The difference in deliverable opportunity is in the nature of the network infrastructure. The shortage of bandwidth is in the copper and cable conduit; the opportunity is in fiber optic networks. Lit San Leandro addresses this opportunity directly—with fiber in the ground. San Leandro will be able to offer businesses access to this technology infrastructure that will, in turn, give rise to the next generation manufacturing and business.

To illustrate, here are some of the current trends driving the bandwidth challenge. Note that many of these use a symmetric (equal speeds in both directions) data flow, and not the copper-based “broadband” industry practices where the download speed is much greater than the upload speed. These trends are grouped into several categories:

- Person to Person Communications
- Graphics and Video
- Off-Site Digital Storage
- Real-Time Status Information
- Expanded & Distributed Office Facilities
- Really Big Data
- Machine to Machine Communications
- The Need for Speed

## Lit San Leandro's Private Fiber Fabric

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Lit San Leandro is a public-private partnership designed to attract new business to San Leandro. This project is deploying a 10 mile state-of-the-art digital backbone loop of fiber optics that will allow service providers to deliver a high-speed (broadband) communications network. Building upon San Leandro's strong industrial infrastructure, Lit San Leandro's fiber network will help companies realize future-facing opportunities for next generation communications-enhanced industry.

Unlike most communities across the nation, San Leandro's fiber network strategically connects to two major data centers (Oakland, San Francisco, and soon San Jose) where several telecom and Internet service providers are available. This competition in providers means that the price of Internet services will be very affordable, and the improvements in future technologies will help drive our access costs even lower.



**For more on Lit San Leandro visit**

**[www.LitSanLeandro](http://www.LitSanLeandro)**

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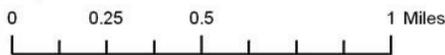
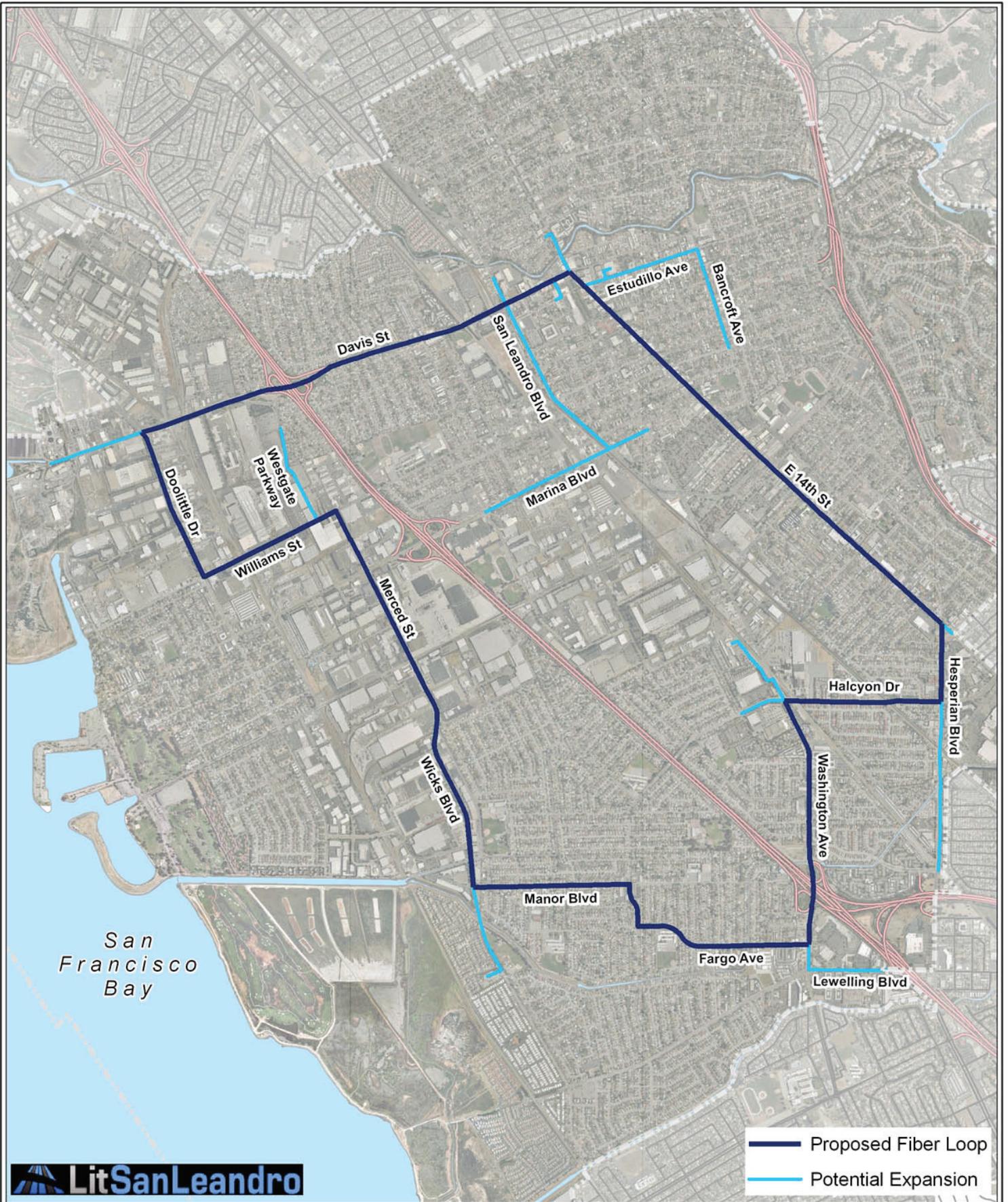
## **About San Leandro**

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A diverse community of nearly 85,000 residents centrally located in the San Francisco Bay Area, San Leandro maintains a safe, small town feel where neighbors care for each other, while offering a wide range of shopping, dining, recreation, miles of shoreline, and easy access to nearby regional parks and nature areas. Over the past decade the community has invested more than \$250 million in renovating and modernizing its public schools and building state-of-the-art facilities for students.

Possessing a rich manufacturing history, businesses in San Leandro enjoy multiple advantages including a large industrial and commercial zone, close proximity to the Oakland International Airport and Port of Oakland, two major freeways, two BART stations, and access to a large and well-educated workforce in the city and East Bay.





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