



# Regional Operator Views

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3G CDMA Americas Regional Conference

Johnie Johnson,  
Chief Executive Officer, Nex-Tech Wireless





# Our Company

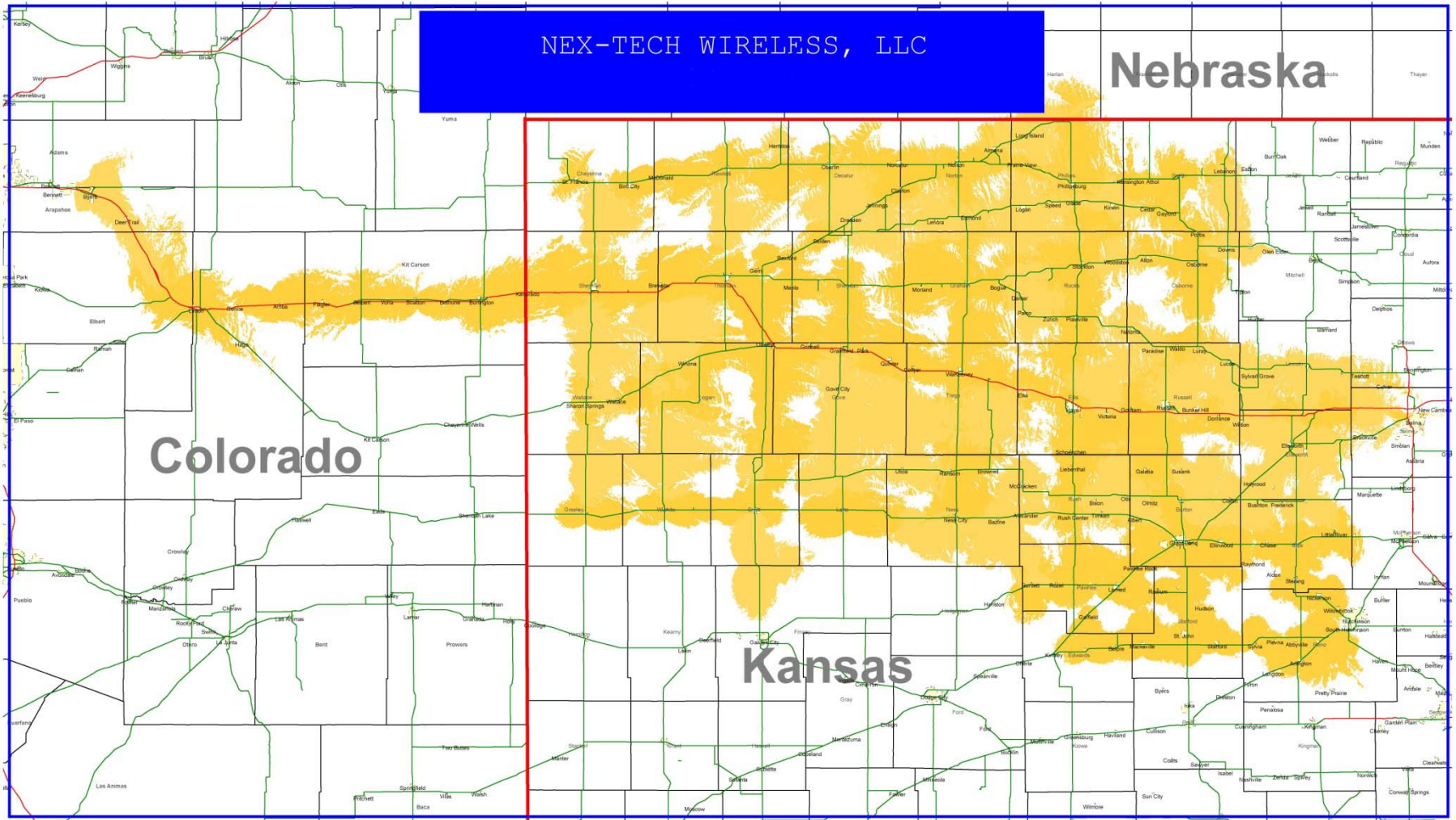
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- Headquartered in Hays, KS
- 1900 MHz EVDO Rev A Network
- Greenfield Build Launched October 2005
- Cover 33 counties in Western Kansas and Eastern Colorado
- Owned by three ILECs
- Provide Switching and Administrative Services for other Wireless Companies





# Market Area



# Challenges Facing Regional Operators

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- Handset Availability
- 3G/4G Data Roaming
- Content
- Technology Migration Path
- 700 MHz Band, Lower Block A capability in devices



# Keys to Success

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- Data capabilities (i.e. email notification, games, ring tones, text messaging, web surfing, and air cards)
- Integration to Short Codes (i.e. Twitter)
- Over 40 Sales and Service Locations
- ETC Status
- Local Incentives (IRB)
- Aggressive marketing campaigns



# Keys to Success

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- Existing, strong customer base that relies on our companies for telecommunication services (Total Access Lines = 35,000+)
- Strong market demand for new local wireless provider
- Competition with substantial weaknesses
- Experience in a “competitive” business
- Relationship with national carrier





Sprint®



Rural Alliance Member



# SRA Positives

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- Purchase our own spectrum
- Own and operate our own network
- Run our own billing system
- Run our own call center
- Sprint's 49 million customers have "Roam Light Off"
- Seamless coverage on Sprint's Nationwide Network
- Our coverage area is protected from competitive overbuilds



# Where Are We Now?

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- Over 40,000 subscribers in 4 years
- High county penetration rates (up to 50%)
- Roaming “net dollars” significantly above projections
- ETC and USF



# Where Are We Now?

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- Over 180 cell sites
- Over 60 high-technology jobs in Northwest Kansas
- Bundled Billing – 10% discount on wireless services
- Operations became cash flow positive in 2007
- Projected 2009 revenues of over \$45 million
- Very profitable business





# THANK YOU!

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Johnie Johnson  
Chief Executive Officer  
Nex-Tech Wireless

3001 New Way, Hays, KS 67601

(785) 621-3600

[jjohnson@ntwls.com](mailto:jjohnson@ntwls.com)

