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**Broadband Communities** (ISSN 0745-8711) (USPS 679-050) (Publication Mail Agreement #1271091) is published 7 times a year at a rate of \$24 per year by Broadband Properties LLC, 1909 Avenue G, Rosenberg, TX 77471. Periodical postage paid at Rosenberg, TX, and additional mailing offices.

**POSTMASTER:** Please send address changes to **Broadband Communities**, PO Box 303, Congers, NY 10920-9852.

**CANADA POST:** Publications Mail Agreement #40612608. Canada Returns to be sent to Bleuchip International, PO Box 25542, London, ON N6C 6B2.

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## A Special MDU Issue (and More)

Delivering great broadband in multifamily housing requires collaboration between owners and technology providers.

Writing about an industry full of foresighted, creative individuals is a perk that makes my job fun and rewarding. In this issue, Broadband Communities celebrates visionaries on both sides of the fence – property owner executives who demand great broadband for their communities and technology providers who respond to that demand.

The cover story, Lincoln Place: A Technology and Sustainability Showcase, demonstrates how important it is for property owners to tune in to residents' needs. Lincoln Place Apartment Homes is in Los Angeles' Venice neighborhood, which is transitioning from beachfront resort and surfer paradise to high-tech hub and surfer paradise. Google, Whisper, Snapchat and other tech companies have located offices on "Silicon Beach," and their young, tech-savvy employees want to live in communities that reflect their interests and values.

Lincoln Place's owner, Aimco, rehabbed the property to reflect those values, emphasizing sustainability, connectivity and healthy lifestyles. Amenities include a digitally connected gym, drought-resistant plantings and – of course – a Verizon FiOS network that delivers fiber to the unit.

Giants such as Verizon aren't the only service providers competing successfully in the multiple-dwelling-unit (MDU) market. Consultant and industry analyst Bryan Rader examines the opportunities for independent service providers to provide broadband services to MDU properties. In his article, State of the PCO Space, he

explains how successful operators tailor packages for students, seniors and upscale condos. Each niche has its own requirements, and independent operators can succeed by offering appropriate packages. For example, Rader says, residents of senior housing tend to prefer certain TV channel lineups and to dislike set-top boxes.

Other features in the special MDU technology section profile executives and investors who champion world-class broadband for their properties, companies that make exceptional broadband delivery possible, and a dozen "Companies to Watch for 2015." All are part of a thriving ecosystem that places MDUs among the leaders in the broadband world.

We also took this opportunity to detail some new technologies that will make a difference to MDU owners, including two diametrically opposite approaches to stringing fiber in hallways and apartments – make it invisible; make it beautiful – as well as some technologies that will be important for operators in both MDU and single-family-home markets (carrier-class Wi-Fi, SMS-based customer care).

Finally, don't miss the two gigabit articles – one on who's building gigabit networks (and why, when and where) and the other on how to make sure your gigabit network actually delivers a great user experience.

Happy reading! ♦

*Masha Zager*

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