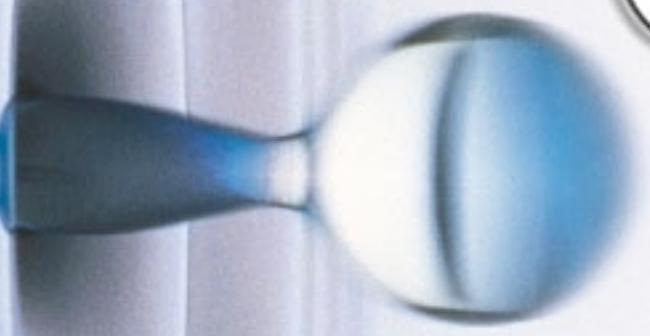


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1010110101010



# Connections

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10101101010



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# Establishing Revenue Stream in The Internet Economy, Panel Discussion

Robert A. Pickering, Jr  
Chief Technology Officer  
ZoomTown.com





Broadwing, Inc.  
Rick Ellenberger

Cincinnati Bell  
Jack Cassidy

ZoomTown.com  
Mike O'Brien

Broadwing Communications Services  
Rick Pontin

Wireless

Telephone

Long Distance

ZoomTown - Microsoft Internet Explorer

Address: <http://broadband.zoomtown.com/>

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

LOG ON/LOG OFF

WHAT'S NEW INTERNET SEARCH CONTACT US HELP

E-MAIL/CHAT ORGANIZE GAMES/ENTERTAIN COMMUNITY NEWS CENTER SERVICES

On the Town Family Matters Sports/Recreation Money Shopping Education Everyday Services Health/Fitness Computers Community

## What's New in ZoomTown

- New Features
- Upgrade Now
- eCommerce Solutions
- CASH from ZoomTown!
- ZoomTown Client Login
- ZoomTown ADSL FAQ

## Money



Done Internet

• Applications

Plus

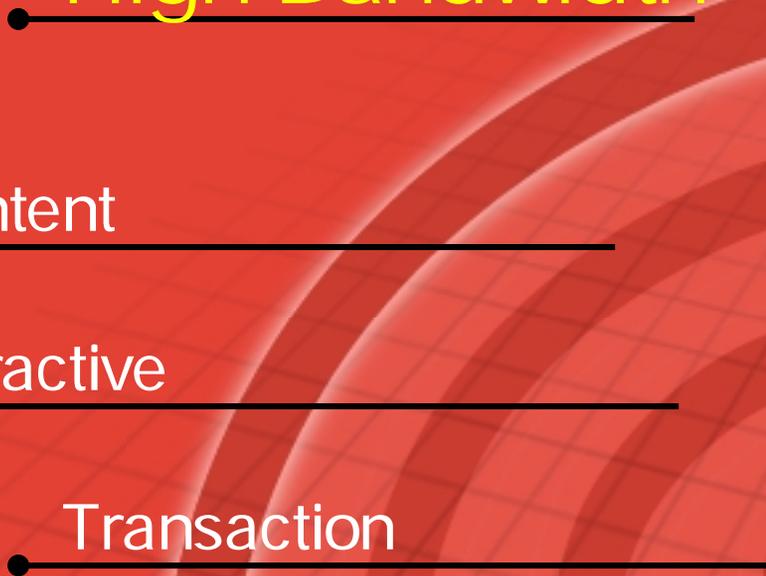
• ADSL

High Bandwidth

Rich Content

Interactive

Transaction



# Z-START

(ZT Strategic Technology & Advanced Research Testing)

- Partner and Technology Evaluation
- Quality Assurance and Testing
- Online Architecture
  - web site management and development
- Technical Partnership Execution Management

# Architecture

- Cisco Powered Network
- Pure TCP/IP network in core
- Packet over SONET
- Gigabit Switch Routers

# Service Selection

- Why provide service selection?
- Complete network flexibility
- First broadband service selection network in history

## ADSL Login

For the best experience, log in to ZoomTown and your Internet Service Provider (ISP).

**NEW** **Automatic ISP Login** **NEW**  
Click [here](#) for setup instructions.

Login Name: rob

Password: [masked]

Save

Login

+ [Fuse Internet Access](#)

+ [ZoomTown](#)

- [Cincinnati Bell Telephone](#)

[Log Off All Services](#)

Close Window

**Hello rob.**

If one of the indicators above is inactive (is red), then click the link to log into the inactive service.

# Multicast Services

- Provide new, compelling content for customers
- Leverage "Pure IP" network infrastructure
- Leverage service selection for authentication

**SELECTPLAY®**

INTERACTIVE MEDIA ON DEMAND™

sign-up NOW!

**ZoomTown**

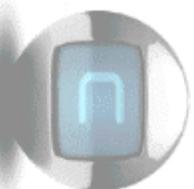


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- preferences
- help
- logout

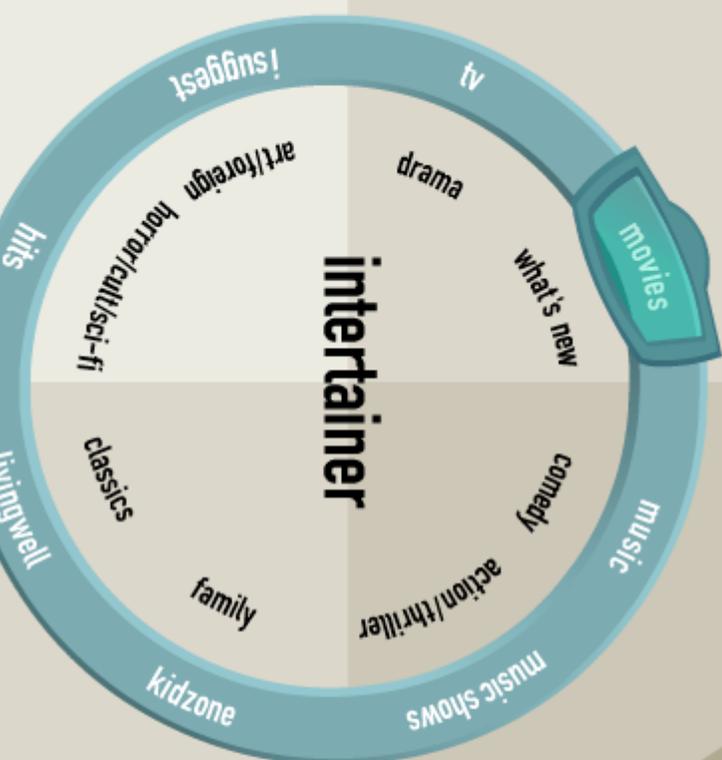
**Bloomberg TV**

**Bloomberg TV**

**The Family Network**

**Court TV**

video  
audio



intertainer **home**

intertainer **suggests**

Deuce Bigalow  
Male Gigolo



Rob Schneider,  
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**BT to Face Stock Exchange Pressure to Confirm AT&T Talks, Paper Reports**  
British Telecommunications Plc will face pressure tomorrow from the London Stock Exchange to confirm it's holding talks to merge units with AT&T Corp., the Sunday Telegraph

# Virtual Private Networks

- Enabled more fully by Service Selection
- Critical for long-term success of any high-bandwidth offering
- Challenges include IP Header Encryption, Network Address Translation, Customer provisioning, etc.

# Tap into the Internet's Full Potential:

<http://ZoomTown.com>

[Rob.Pickering@ZT.com](mailto:Rob.Pickering@ZT.com)

**ZoomTown.com**

SM