

Hay Communications Sets a New Standard in Internet Access

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Southwestern Ontario – Urban residents have nothing on those who reside in areas served by Hay Communications. Hay, an incumbent telecom service provider with over 100 years experience is launching a new “basic” internet package that is affordably priced at only \$50 a month, is unparalleled in speed, has no overage charges for data use, and leverages the fibre network being built by Hay to its fullest potential.

“Our goal is to give 100% of customers the ability to achieve up to 100 Mbps download speeds at an extremely affordable rate. We have been working and will continue to expand our fibre network to do just that.” Says Angela Lawrence, General Manager of Hay Communications. *“We decided to open up the throttle you could say and let people use what they need”* Said Lawrence.

The really unique feature of this new standard is the upload speed. This groundbreaking symmetrical service (same speed available on upload as download) is only available on a fibre network like that deployed by Hay. Upload speeds are also under pressure and putting heavy demands on networks as more people work from home, upload videos, save pictures to the cloud and compete in online gaming. The new standard “Internet 100” package from Hay with 100 Mbps upload speed meets the needs of all of these uses. While the 100 Mbps symmetrical is only available if a customer has a Hay fibre connection, the company is also increasing the upload available on its cable TV network to 10 Mbps. This rate is still faster than most providers at that monthly rate.

In a recently applauded decision, the CRTC stated that all Canadians should have access to at least 50 Mbps download by 10 Mbps upload. Hay is taking that further by doubling the download speed in their standard “Internet 100” package. The network they have built over several years can certainly handle this and more, and creates a backbone that is better than that offered in most urban centres.

Compared to urban dwellers, small town residents and especially farm owners are often asked to accept slower speeds at higher rates from large service providers. Hay customers will definitely have a better online experience with this bold business move.

The low monthly rate is indeed a standard that other providers would be hesitant to offer. Lawrence states: *“As a co-operative we see ourselves as an integral part of encouraging local economic development. We believe the affordable rate of \$50 a month evens the playing field for all income levels and makes starting a new business easier. Even lower rates can also be realized when a customer takes advantage of bundling discounts which provide a further discount of up to 15%. This new standard package makes education, work opportunities or even health care information accessible to everybody.”*

The telco felt the timing was right to offer basically an open speed internet service now that the majority of their customers can access adequate network facilities. As well the demand for data use has never been higher with a multitude of new devices available that stream and consume bandwidth continually.

The “new standard” Hay is setting, is not just a marketing concept. It means a fibre connection to 100% of their customers so they can access the Internet 100 package.

The fibre network is not quite there yet, but they continue to make substantial advances each construction season to upgrade service to their entire geographical territory, which is approximately 203 square miles.

Kevin Gingerich, Plant Manager, says that *“Over the last 15 years we have installed fibre to approximately 75% of roads and all towns have either been totally overbuilt with fibre, or are at least serviced with a connection to the main fibre ring”*.

Construction priorities for the telco have included connections in their serving area to South Huron Hospital, 7 schools, 3 medical centres and numerous municipal government buildings.

“Unfortunately there are still several rural areas only serviced with copper wiring. Realizing that approximately 80% or more of our territory is agricultural with some country blocks having only one or two farms on it, this is a costly and time-consuming endeavour. However, we will not stop expanding our network until we are finished the job and are confident we will have 100% fibre to each home and business. This is what we are striving to achieve.” says Gingerich.

Hay Communications is removing any “rural disadvantage” in their serving area and their network can actually handle the load. Customers won’t have to think about what devices others in the home are using or how much bandwidth they have consumed in that month. It will make for a more stress free environment when they can download everything they need with ease and not worry about the bill. The new standard has been set very high!

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Hay Communications has been operating in the Grand Bend and Zurich area since 1911. Their territory includes the towns of Exeter, Zurich, Grand Bend, Dashwood & Hensall and the rural areas between. Services include Cellular, Internet, Television, Security, and Telephone. www.hay.net

Image is from the Hay Communication’s main office in Zurich, ON
HayCommSignMainOffice.jpg

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