

Connected Nation Showcases New Interactive Mapping Tool at State of the Net Conference in Washington, D.C.



Media Contact: Jessica Ditto
jditto@connectednation.org
(202) 251-4749

For Immediate Release
January 27, 2010

[Link to Press Release](#)

Watch: [NextGenWeb video with Connected Nation](#)

The Importance of Innovative Broadband Data and Analysis Tools Featured at the 13th Annual Kickoff Technology Policy Exhibition and 6th Annual State of the Net Conference



Jim Geringer (former Governor of Wyoming) and Randy Frantz of ESRI viewing BroadbandStat at Tuesday's kickoff reception.

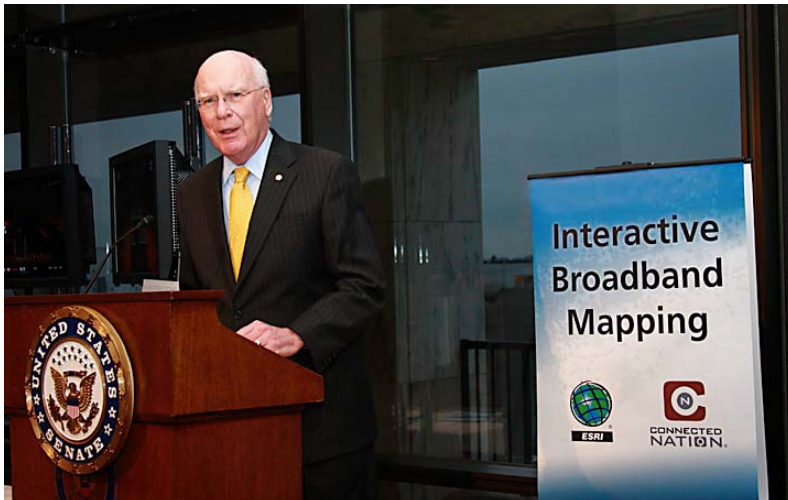
Washington, D.C. –Today, Connected Nation and ESRI, a market leader in geographic information system (GIS) software, joined forces to demonstrate the latest in broadband mapping technology at the State of the Net Conference hosted by the Congressional Internet Caucus Advisory Committee (ICAC).

Called BroadbandStat, the new interactive mapping platform created by Connected Nation and ESRI is a multi-functional, user-friendly way for local leaders, policymakers, consumers, and technology providers to devise a plan for the expansion and adoption of broadband.

Former Wyoming Governor Jim [Geringer](#), Director of Policy and Public Sector Strategies at ESRI, served as one of the conference panelists and talked about the important benefits of proper broadband data and analysis tools.

“The common underpinning of all activities — economic, social, or health — is people connecting with other people and that activity doesn’t happen without broadband,” he said at Tuesday’s kickoff reception. “You will never understand how much information is in the world until you can connect with broadband. Broadband mapping —or showing who is connecting and who is not — is just the first step.”

BroadbandStat uses geographic information system (GIS) technology to enable a user to build and evaluate broadband expansion scenarios that incorporate data such as education and population demographics, current broadband speeds, and availability and research about adoption barriers. Results are displayed on a Web-based interactive map. The broadband-related data can be used for grant writing, broadband investment, and economic development, and it gives the public the ability to find information about broadband providers down to the street level.



Senator Patrick Leahy (D-VT) welcomes attendees to the Congressional Internet Caucus Kickoff Reception and Technology Policy Exhibition.

Michael Ramage, Executive Director for Connected Tennessee, a Connected Nation state-based initiative, previewed BroadbandStat last

night at the 13th Annual Kickoff Technology Policy Exhibition prior to the conference.

“BroadbandStat is literally going to change the face of broadband expansion in Tennessee,” Ramage said. “Providers and citizens alike will now have a crystal-clear picture of exactly where broadband exists and where it does not, with exhaustive information and intricate detail. We feel that BroadbandStat puts Tennessee at an advantage over other states in the arena of broadband expansion and are pleased to be able to provide this tool for Tennesseans to access broadband data on a whole new level.”

BroadbandStat will soon be available on the Connected Tennessee website, Ramage said.

In addition to Tennessee, 11 more states and the territory of Puerto Rico will be using BroadbandStat to organize the results of data they are currently collecting on available broadband services. This activity is supported by State Broadband Data and Development Grant Program funds that are made available through the Department of Commerce's National Telecommunications and Information Administration (NTIA) and the American Recovery and Reinvestment Act of 2009 for improving broadband accessibility across the nation.

Today's [State of the Net Conference](#) was held at the Hyatt Regency, Capitol Hill. It is the largest information technology policy conference in the U.S.

#

Related Links:

[More About BroadbandStat](#)

[Blog: Connected Nation Previews Interactive Broadband Mapping Tool at Technology Policy Exhibition in Washington, D.C.](#)

About Connected Nation: Connected Nation is a national nonprofit 501(c)(3) organization that expands access to and use of broadband Internet and the related technologies that are enabled when individuals and communities have the opportunity and desire to connect. Connected Nation effectively raises the awareness of the value of broadband and related technologies by developing coalitions of influencers and enablers for improving technology availability and use. Connected Nation works with consumers, community leaders, states, technology providers and foundations, including the Bill & Melinda Gates Foundation, to develop and implement technology expansion programs with core competencies centered around a mission to improve digital inclusion for people and places previously underserved or overlooked. www.connectednation.org.

About Connected Tennessee: As a public-private partnership, Connected Tennessee partners with technology-minded businesses, government entities and universities to accelerate technology in the state. The work of Connected Tennessee is made possible by support from the Tennessee Department of Economic and Community Development. For more information about what Connected Tennessee is doing to accelerate technology in Tennessee's communities, visit www.connectedtennessee.org.

About ESRI: Since 1969, ESRI has been giving customers around the world the power to think and plan geographically. The market leader in GIS, ESRI software is used in more than 300,000 organizations worldwide including each of the 200 largest cities in the United States, most national governments, more than two-thirds of Fortune 500 companies, and more than 7,000 colleges and universities. ESRI applications, running on more than one million desktops and thousands of Web and enterprise servers, provide the backbone for the world's mapping and

spatial analysis. ESRI is the only vendor that provides complete technical solutions for desktop, mobile, server, and Internet platforms. Visit us at www.esri.com.