

## King Communications Offers New Cellular Options



Businesses can now get the benefits of top quality cellular service from [King Communications](#), through a new relationship with Coast to Coast Cellular (C2C), a full service cellular service provider serving the business market.

C2C is a National Wireless Reseller utilizing a major wireless network. C2C supports all types of phones, including Blackberry, Treos and the Motorola Q. C2C also supports EVDO cards for wireless internet service. Just plug in an EVDO card for high speed internet access from your notebook computer.

C2C wireless service from King Communications also offers:

- **Personalized customer service** – As a customer of C2C, you are assigned a service representative that will work exclusively with your account. You will be provided your representative's direct phone number and email address. That way, when you have a question, your call is answered live by your assigned associate. And when your assigned associate is away on vacation, you will be notified as to who will be supporting your account while your regular rep is out of the office. Isn't that a nice change from the way other carriers conduct their business?
- **Billing** – C2C billing provides nearly any information required by business customers online, electronically, or on paper. C2C offers many different billing options to choose from. If one of those does not suit your needs, not a problem -- let C2C design a bill that will work for you. C2C does not charge for many of the service options which increase your costs on other networks.
- **Flexibility** – C2C is more flexible than many other cellular providers.

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**Communications News  
You Can Use!**

**Get the Most Out of Your  
Wireless Service**

While other cellular carriers provide a different invoice for each region of the country, C2C can provide a single bill for all domestic locations. C2C will also monitor your usage every month, so that if you go over your planned minutes in a given month, C2C will suggest a new plan that will include more packaged minutes in order to help reduce your cellular expense. Your contract is never affected by this change! Name another carrier that will do this for you.

- **Shared minutes** – All phones on C2C plans share their minutes. It doesn't matter where your phone is located or how many different areas of the country you are in. The shared minutes feature allows C2C to pass along substantial savings to small and medium sized businesses.

To receive a CTC proposal from King Communications, simply [contact us](#) and we will provide you with a detailed cost savings analysis and proposal.

## Wireless Revenue Increases While Carriers Continue to Plow Investment into Landline

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Although wireless service continues to grow, while revenue for landline services is declining, North American carriers continued to increase spending on landline infrastructure in the second quarter of 2006, according to a report from consulting company Ovum- RHK ([www.ovum.com](http://www.ovum.com)).



Ovum reports that North American landline carriers spent a combined \$7.5 billion in the second quarter, 16% more than they spent in last year's second quarter. Aggregate landline revenue, on the other hand, was down 5% from a year earlier to \$43.6 billion. The trend "suggests continued problems with legacy long-distance services and that payoffs for the increased capital spending remain in the future."

The opposite trend is occurring in the wireless space: North American mobile operators spent \$5.3 billion in the second quarter, 18% less than they spent a year earlier. And unlike landline revenue, wireless revenue is still growing, up 12% from a year earlier to \$32.8 billion.

## Wireless Carriers Invest in Next Generation of WiFi

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Wireless in all of its many forms is truly reshaping the way we communicate, blurring the distinctions between our business and personal lives.

At King Communications, we're dedicated to helping you and your business get the most from your wireless service, saving you time and money, and increasing the effectiveness of your business.

Give me a call at 888-776-7777 and let me help you update your wireless service.

We hope you enjoy these newsletters and will forward them to others who could benefit from them! If you have suggestions for future issues or would like to be featured, please let me know. And if you would prefer not to receive our newsletter, just click on the Safe Unsubscribe link at the bottom of the page.

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### About King Communications

King Communications, Inc. helps you select, implement and support the best, most cost effective telecommunications solutions for your company. We provide a single point of contact for all your communication needs and make it transparent to you that multiple vendors may be providing your service. When you choose King



WiFi, the popular technology that enables Internet users to log on to the Web without a wire connection, has become so common that the number of "hot spots" worldwide surpassed the 100,000 mark earlier this year, according to JiWire, a Web-based hotspot information provider. Now, wireless phone

companies are challenging the technology with offerings of their own that could make hot spots unnecessary.

According to Ritch Blasi, spokesman for Cingular Wireless, "While WiFi is a good technology, it's limited in its breadth of coverage." WiFi may have a maximum range of about 150 feet, but the new, third-generation technology covers up to 40 miles from a cellular tower. Users must buy laptop computer cards that function like WiFi cards, but without the need to find a hot spot. Instead, the card communicates with the cellular network just like a phone. Cingular and other wireless carriers are proposing to make an entire city a metropolitan "hot spot."

Price remains an issue for this new service. Wireless carriers are courting consumers by offering unlimited broadband access for about \$60 a month, plus about \$50 for an access card following a rebate. On the other hand, WiFi users typically pay \$20 a month for unlimited access, as long as they are in one of the vendor's hot spots.

Ultimately, though, the two technologies may be more compatible than competitive. Some laptop makers are beginning to offer both capabilities-WiFi chips as well as built-in wireless modems, which would make the cellular access cards obsolete. In addition, a new fourth-generation technology known as WiMax is on the horizon. It promises broadband access to Internet users at a fraction of today's cost and at much faster speeds and longer ranges. BellSouth announced in June that it would begin testing mobile WiMax technology in the third quarter of this year, with commercial services available in 2007. In addition, Sprint Nextel announced on August 9 that it will use WiMAX to build a new high-speed wireless network, expected to be launched by late 2007.

## **VoIP Continues to Grow Throughout the World**

Communications, Inc. as your telecom partner, you can be assured that your telecommunications services will produce results for your business, leaving you free to focus on managing your business.

For more information about how King Communications can help your business, please contact Ron Bohm at 847/776-7777 or visit our website at [www.kingcommunications.com](http://www.kingcommunications.com)

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### **Cassie's Tip Corner**

Getting fast action when your business has communications system problems is a top priority. Here is a check list of important information that will help us get to the heart of the problem quickly:

**Problem:** My phone is not working.

Check:

- Can you make calls?
- Can you receive calls?
- Do you have dial tone?
- Is the problem intermittent?

**Problem:** I can't make an international call.

Check:

- Are you able to place any international calls?
- If you are having difficulty with calls to specific countries, with which countries are you having problems?
- If you are unable to place any international calls, what happens when you dial? Are you receiving an error message? If so, make a note of it.

In a new report by Infonetics Research, VoIP (Voice over Internet Protocol) service revenue doubled in North America, Europe, and Asia Pacific from 2004 to 2005, and will continue to boom for at least the next five years, reaching \$120 billion in 2009. The number of worldwide VoIP subscribers will almost double from 2005 to 2006, when it will top 47 million.



The report projects that China will emerge as a major VoIP business market over the next several years "because the Chinese government is encouraging carriers to accelerate the migration to IP Centrex and IP PBX from their existing TDM Centrex," according to Stephane Teral, principal analyst at Infonetics Research.

Infonetics also noted that Vonage remains the leader in North American residential/SOHO VoIP subscriber market share, but its market share declined from 34% in 2004 to 27% in 2005, due to increased competition from cable companies, traditional telcos, and low-cost new entrants.

**Problem:** When I'm on a call, I hear an echo/static/other noise.  
**Check:**

- Do you hear the noise or does the caller hear it?
- Do you hear the noise when you place a call or when you receive a call?
- What number were you calling or was the call from?

Watch for more checklist items in our next issue!

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### Quick Links

- [About King Communications](#)
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