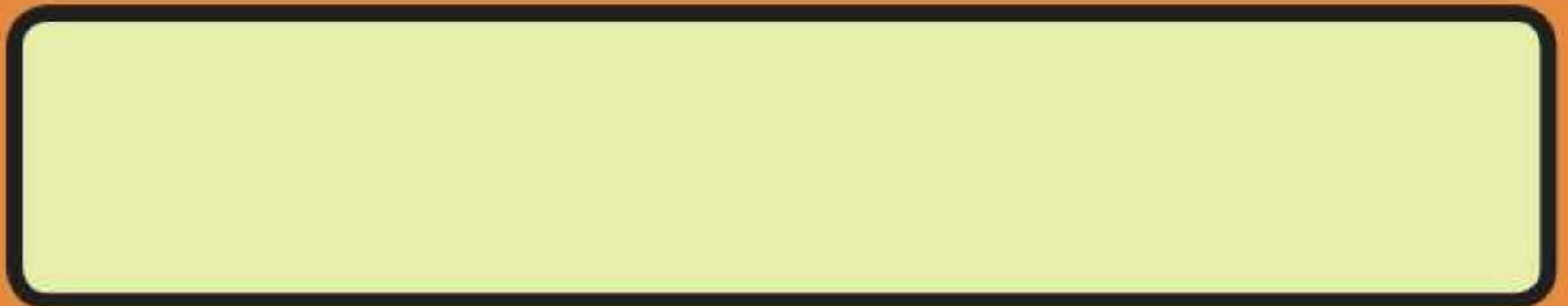


**HOME LAB
NUENEN**



Population Nuenen

- 25,000 inhabitants
- Concentration of elderly
- High average income and education
- Eagerly receptive to new technologies
- Involved in local societies and organisations
- Direct communications and feedback

Infrastructure Nuenen (Ftth)

- 8500 homes connected to fiber (copper and coax)
 - Highest Ftth density in the world
 - 90% Take-up rate for fiber
 - Each home 2 fibers (point to point)
 - 150 kilometer of trenches, 3000 km of fiber (6 months)
 - 100 mbits/sec symmetrical
- All schools, churches, general practitioners, town halls, sports clubs, home care institutes, hospitals, houses for elderly and disabled. The connected community.
- Owned by Cooperative Ons Net (Our Net)
- Ruled by democratic principles



7 pillars of success

- Business-case
- Us-feeling
- 3 basic services
- Communication
- Local Broadbandservices
- Customer-care
- Reliable network

Discover the needs of citizens

- Start with: user feedback committee
- Organise workshops with citizens groups: especially elderly
- Communicate on street and area level
- Give citizens the lead in this process
- Create an “us” feeling
- Enable unity within the community

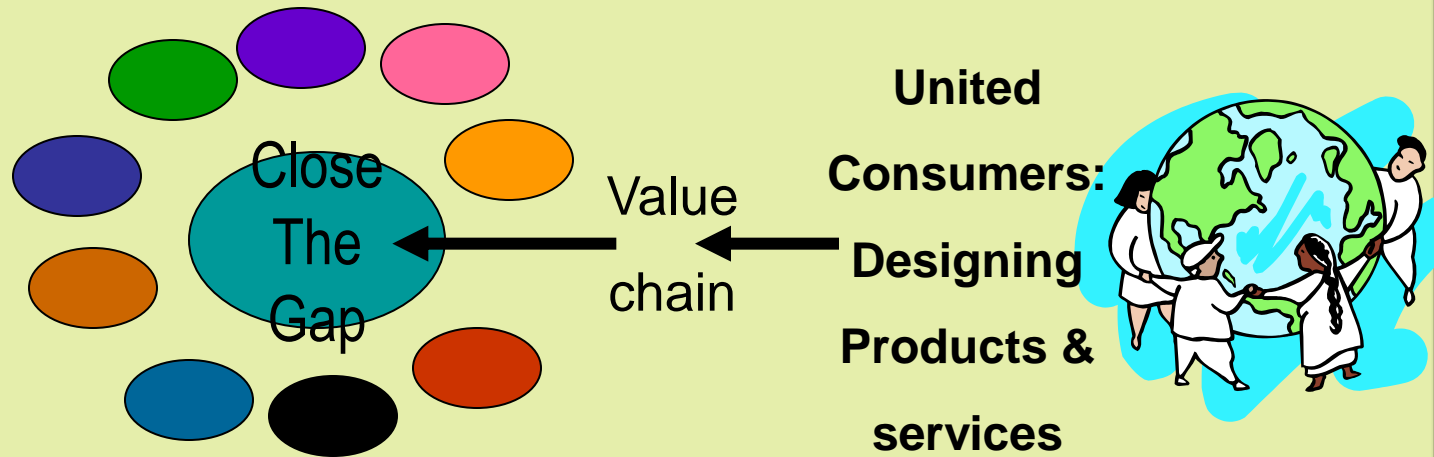
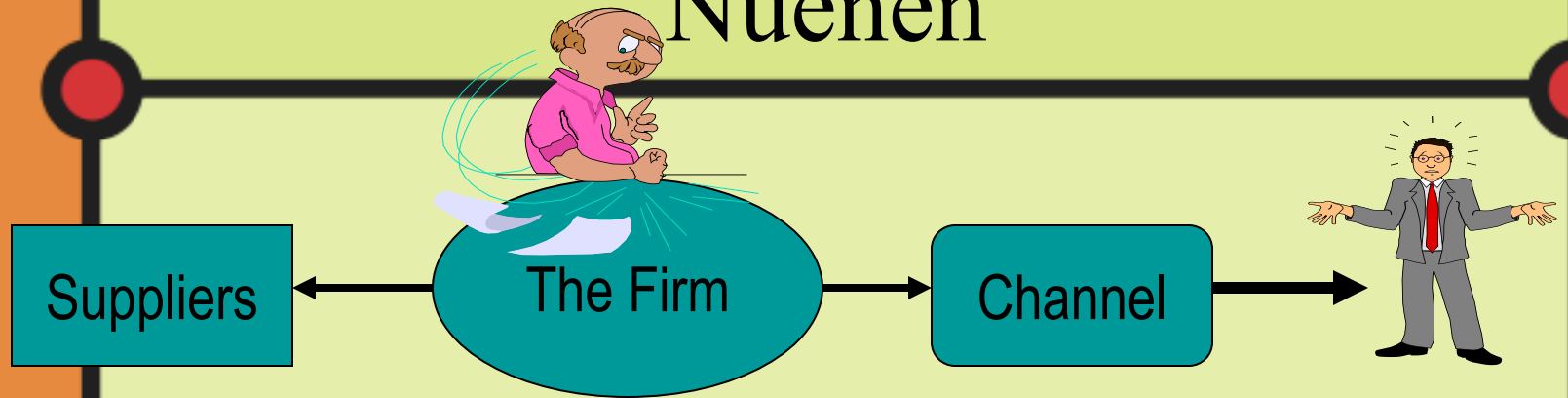
Organizational Facilities

- User feedback committee
- Meeting and practical demonstration facilities
- Support from the Ons Net Cooperative
- Support from local, regional and national authorities
- Special entity for developing broadband services: Ons Welzijn (Our Wellbeing)

Workshops

- Citizens are leading
- Goal is: integration of services hardware
 - Home entertainment
 - Home monitoring
 - Home care
 - Comfortable life-style
- Value chain innovation vs Product innovation

The Basic Transformation in Nuenen



Our Net/Our Wellbeing



www.closesthegap.nl