



MAW Communications Inc.
 Po Box 978
 Reading, PA 19601 610.396.1050

And
 Re-Design Reading CDC



Reading's First Public WIFI Hot Spot

MAW Communications, in partnership with Re-Design Reading has installed a Free WIFI Hot Spot in downtown Reading. The Hot Spot is located at the corner of 6th and Penn Streets. Reading residents, employees, and visitors can utilize the Hot Spot while in the downtown area. The Hot Spot is designed to handle hundreds of simultaneous users.

High-speed broadband infrastructure is critical to any economic development strategy. "Across the country we are seeing how communities that invest in local broadband infrastructure reap the economic benefits. We believe that Reading is on the rise, and are pleased to add value to Reading's Main Street revitalization initiative," exclaimed Brian Kelly, Executive Director of Re-Design Reading.

This Free WIFI Hot Spot is intended to complement the City of Reading's Keystone Community Main Street designation. "A 21st century city requires modern broadband infrastructure to attract and retain the next generation of innovative and tech-savvy entrepreneurs. Reading is a city on the move, and we applaud the efforts of the private and non-profit sectors who have joined

forces to add value to our downtown revitalization efforts," remarked Reading Mayor Vaughn Spencer, in response to the recent initiative.

MAW Communications installed the Hot Spot and is providing systems integration services, servers, network security, fiber transport services, and secure Internet connectivity at no cost. The Hot Spot utilizes MAW's state of the art firewall, access control server, and Wireless Access Point along with MAW's Network to provide hundreds of simultaneous users access to data speeds of up to 300 Million bits per second.

MAW is utilizing Internet Services from KINBER, the Keystone Initiative for Network-Based Education and Research, a non-profit coalition of Pennsylvania's education, research, healthcare, economic development and other non-profit based communities that provide facilities based fiber-optic networking through 1,600 miles of fiber on a middle-mile network throughout the state. MAW provides last mile network services for KINBER in Eastern Pennsylvania.

"At MAW, we are committed to the City of Reading and are proud to spon-

sor this Hot Spot as the first step in our comprehensive Municipal Broadband initiative," said Frank Wiczowski, president of MAW Communications, Inc. Headquartered in downtown Reading, MAW is a Pennsylvania public utility providing telecommunications services to the region for over 17 years.

One of the important components of downtown revitalization is increasing foot traffic. "Is a single WIFI Hot Spot the silver bullet to revive downtown Reading? No. But a high-speed, reliable WIFI connection in the heart of our Main Street sends the right message that Reading is turning the corner and that there is stuff happening down here," said Richard McDougall of Burkey Group, Inc. and Vice-Chairman of the Downtown Improvement District.

The broader business community has responded positively to the development, noting its relevance to the Ride to Prosperity initiative. "This is the type if initiative that we envisioned when the eight regional partners came together under the Ride To Prosperity, and we are excited about this new activity in the core of our downtown," Jon Scott,

President and CEO of Greater Reading Economic Partnership added. "It is a good step in the right direction."

Re-Design Reading, a community development corporation (CDC), facilitates economic and community development initiatives that promote community wealth-building in the City of Reading. In particular, the CDC focuses on new economy initiatives that foster resiliency and sustainability in the local economy. Re-Design Reading was incorporated in February of 2014 as the culmination of a joint effort by the City of Reading and several of its municipal authorities to support the economic revitalization of the City.

The Keystone Communities program, sponsored through the PA Department of Community and Economic Development, assists Pennsylvania communities in achieving revitalization. The City of Reading was awarded the coveted Keystone Community/Main Street designation in August 2013 to support its downtown revitalization plan.

Contact Info ...
 Press : 610.451.9235
 Frank@MAWcom.com
 Brian@RedesignReading.org

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Quotes

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Sixth & Penn Street