



WHY UPLOAD SPEED MATTERS

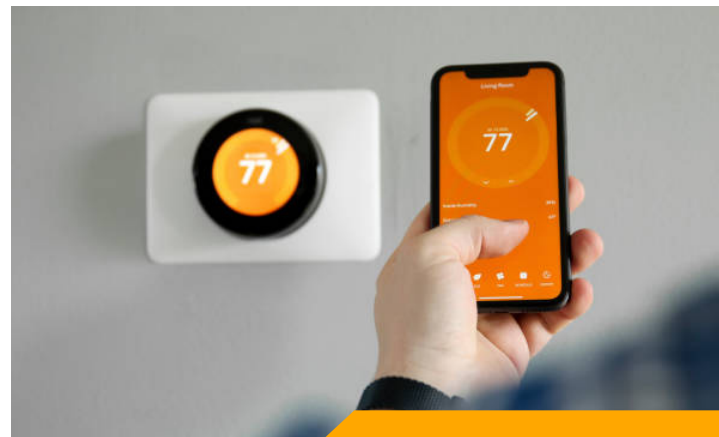


Today about 70 million households in the United States use smart home devices. This includes video doorbells, home security cameras, thermostats and more. Now more than ever, upload speeds are critical for remote workers, content creators, gamers, and for powering homes with several smart home devices. Speed is the cornerstone of modern connectivity.

SMART HOMES

Residents use smart devices in variety of ways. From building a grocery list with the help of an always on assistant to achieving energy efficiency. Smart home devices offer convenience, a sense of security, and comfort.

- **Real-Time Data Transmission:** Devices like security cameras, doorbells, and fitness trackers rely on fast uploads to send real-time data to cloud services, ensuring timely and accurate updates.
- **Security Cameras:** High-speed uploads maintain uninterrupted high-definition video streaming.
- **Smart Doorbells:** Clear immediate video and audio interactions require a strong upload connection.
- **Health Monitors:** Benefit from fast uploads for accurate and timely data sharing.
- **Remote Control:** Quick uploads ensure commands to devices (e.g., lights, locks, thermostats) are executed promptly.
- **Enhanced Experiences:** Smooth operation across interconnected devices like home automation systems depends on fast uploads for immediate command execution and improved user satisfaction.



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GAMING

Fortnite is the most streamed game on Twitch. Counterstrike is a fan favorite has been one of the most popular esports games for almost ten years.

For households with serious gamers fast upload speeds are vital for a smooth, lag-free gaming experience. Fast uploads enhance real-time interactions, reduce delays, and support advanced gaming activities.

- **Real-Time Communication:** Clear, lag-free voice chat with teammates is crucial for strategy and coordination in multiplayer games.
- **Low Latency:** Fast uploads minimize input lag, ensuring quick response times for competitive games like first-person shooters or strategy games.
- **Streaming Gameplay:** Uploading high-quality live streams to platforms like Twitch or YouTube requires robust upload speeds to maintain smooth broadcasts with high resolution and frame rates.



- **Hosting Game Servers:** Players hosting servers need fast uploads to ensure seamless data transmission for all participants, reducing lag and connection issues.
- **Cloud Gaming:** Services like Xbox Cloud Gaming depend on fast upload speeds for low-latency, high-quality streaming, ensuring a seamless gaming experience.
- **Lag and Packet Loss Prevention:** Consistent uploads reduce disruptions like lag spikes or stuttering, improving gameplay stability.



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WHY UPLOAD SPEED MATTERS

The pandemic changed how many of us work, learn, and play. Today about 35 million people work from home. Now more than ever, upload speeds are now critical for remote work productivity, smooth online interactions, content creation, and to power smart home devices. Speed is the cornerstone of modern connectivity.

REMOTE WORK

Fast, reliable upload speeds are essential for an efficient collaboration between remote workers, learners and workplaces. With more people working and students learning from home, symmetrical fiber internet speeds support tasks that require high-volume data transmission. Here are a few examples.

- **Video Conferencing:** High upload speeds ensure clear stable video and audio during virtual meetings, webinars, or video calls. This prevents disruptions and maintains professional communication.
- **Efficiency:** Transferring files, syncing documents, and collaborating on platforms like Google Drive, Microsoft Sharepoint or Dropbox are faster and more reliable with high upload speeds. This avoids bottlenecks.
- **Remote Server Access:** Seamless interaction with distributed servers and virtual desktops requires fast uploads to minimize lag. This improves productivity especially for high-performance applications.
- **Large File Uploads:** Tasks requiring frequent uploads of large files (e.g., videos, reports, backups) benefit from faster speeds. This reduces delays and enhances workflow.
- **Real-Time Collaboration:** Share designs or code instantaneously, enabling smoother teamwork and faster project completion.



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E-LEARNING

About 26% of K-12 students in the U.S. take distance learning classes. That number jumps when students head to college. 1 in 4 college students take classes completely online. So whether your student is learning online a portion of the time or exclusively. Speed matters. Fast upload speeds are vital for a smooth, lag-free learning experience. It enhances real-time interactions, reduce delays, and advanced educational activities.

- **Real-Time Communication:** Clear, lag-free voice chat with classmates is crucial for engagement.
- **Low Latency:** Fast uploads minimize input lag, ensuring quick response times for quizzes, presentations, logic or cognitive learning games.
- **Virtual Events:** Presenters need fast uploads to ensure seamless data transmission for all participants, reducing lag and connection issues.
- **Lag and Packet Loss Prevention:** Consistent uploads reduce disruptions like lag spikes or stuttering, improving gameplay stability.



CONTENT CREATION

Content creators and streamers rely on fast upload speeds to produce and share high-quality content efficiently.

- **Uploading Large Files:** Creators can quickly upload high-definition videos, podcasts, or graphics, meeting deadlines and maintaining productivity.
- **Live Streaming:** High upload speeds ensure smooth, high-quality streams without buffering, enabling resolutions up to 4K and maintaining viewer engagement.
- **Content Sharing:** Faster uploads to social media, YouTube, or cloud platforms reduce delays, allowing quick sharing of large videos or high-resolution images.



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