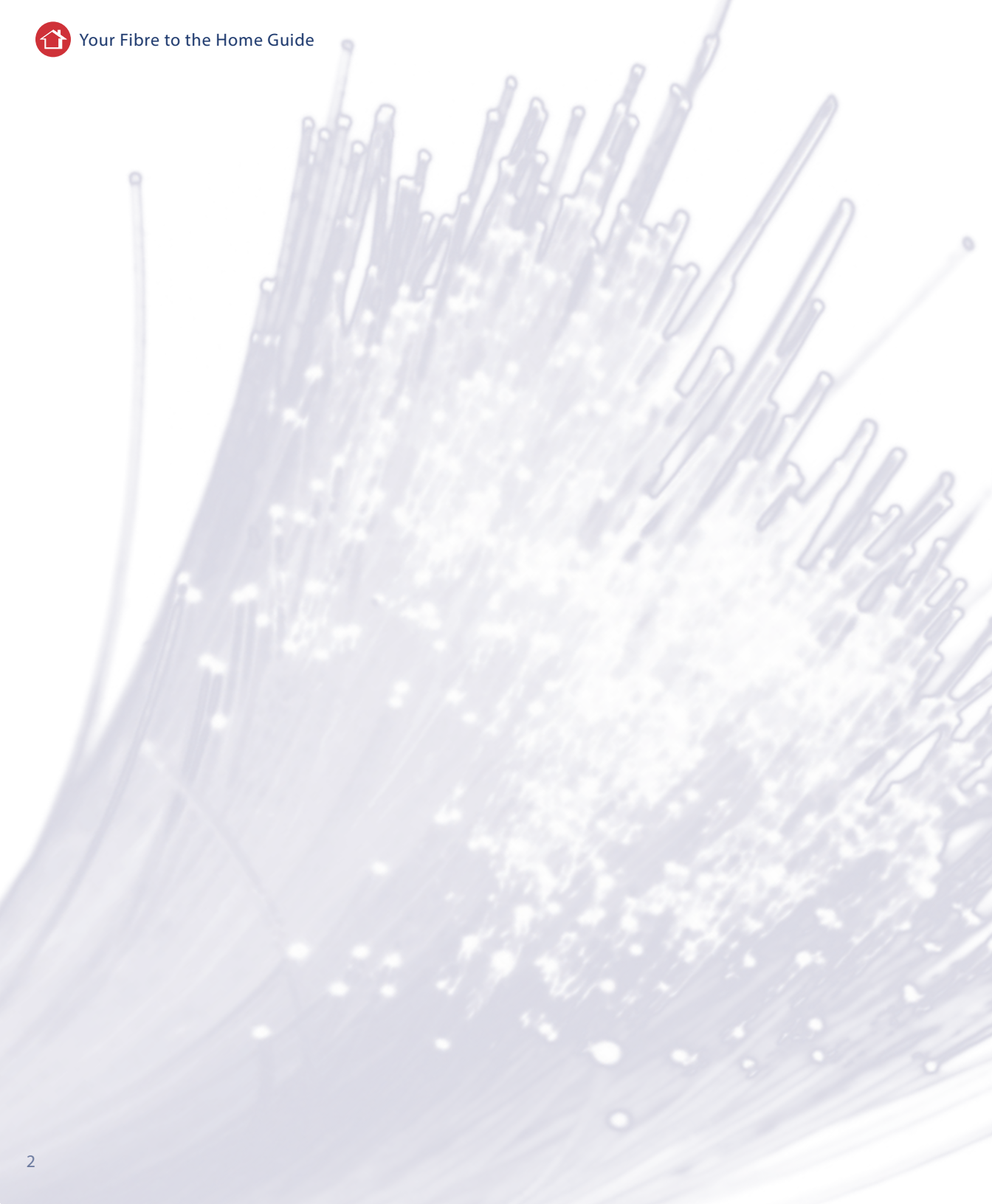


Wightman

STRATFORD *your* FIBRE TO THE HOME GUIDE





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Building our Future. Fibre to the Home.

We are thrilled to expand our services to offer Wightman Fibre to the Home in Stratford. We became part of your community in 2005, and since then, we've been committed to providing you, our customer, with the best in communications services. That's why we're making the substantial investment to provide this advanced technology to you and your community.

We look forward with anticipation to giving Stratford a higher level of service with Fibre to the Home – technology that's faster and more reliable, and a network that is future-proof. With our Internet, TV, and Phone bundle, home and business owners in Stratford will take their communications and entertainment experience to the next level, and enjoy the most advanced services for the same price as conventional technology.

Wightman has strong roots in Stratford, from sponsorship of various minor sports teams and community groups, to involvement in local festivals and the Chamber of Commerce. We are the proud recipient of the Stratford & District Chamber of Commerce Innovation award for our Fibre to the Home project in Stratford. Please visit our Stratford office at 587 Huron Street, Unit 3.

We're proud to be part of Stratford!



Paul Wightman
Co-Chair

Blair Wightman
Co-Chair

OUR HISTORY

Wightman is a company founded on the “people come first” principle. Imagine, a communications company that provides personal, local support and is just a short drive or phone call away.

Rural Roots



When phone service came to Clifford in the early 1900s, Robert Wightman, a farmer in nearby Howick Township, desperately wanted to have service on his farm. When Bell could not meet Robert’s request for phone service, Robert decided to start his own phone company by stringing lines from his farm to his neighbours throughout the township. He connected sixty of his neighbours, and in 1911, was able to connect into the Bell long distance lines in Clifford. In 1928, Robert retired and handed over the management of the Robert Wightman Telephone Company to his son, Ben.

Modernization

In 1928, Ben Wightman purchased the Clifford, Ayton, and Neustadt exchanges. After Ben’s death in 1948, his widow, Leila, and their son, Ray, took over the company and soon purchased automated dial technology, ending the era of the Switchboard Operator. An ice storm destroyed Wightman’s phone lines in 1954, leading to the installation of underground cabling. Wightman Telephone also bought several small local exchanges, including Normanby, Bentinck, Wroxeter, and Howick. In 2007, Leila was inducted into Canada’s Telecommunications Hall of Fame.



Growth and Prosperity



Ray joined the company in 1948, and worked closely with his mother to bring Wightman Telephone into the modern era. Upon Leila’s death in 1976, Ray took full command of the company, and led it until his retirement in 1987. During Ray’s tenure, Wightman Telephone saw the deregulation of phone sets, the introduction of the cellular phone, and Wightman Contracting building fibre infrastructure. In 1995, Ray was awarded a Life Membership by the Ontario Telephone Association, and in 2007, Ray was inducted into the Ontario Agricultural Hall of Fame.

The Digital Age

Paul and Blair took over the company when their father, Ray, retired in 1987. In 1995, they introduced internet service to their customers, providing a high-speed connection to rural Ontario long before it was available widely in larger cities. In 2008, Wightman made a huge advance in delivering services by introducing Wightman Fibre to the Home. In the last decade, there has been a massive investment in making this modern and future-proof communications infrastructure available to you. Whatever the technology of the future demands, Wightman Fibre to the Home and Business will be ready for it.





WHAT IS FIBRE TO THE HOME?

Fibre to the Home uses glass fibre to carry communications signals. It replaces existing copper infrastructure, such as telephone wires and TV cable, with a faster, more reliable, and scalable method of delivering internet, TV, and phone services.

Fibre uses light instead of electricity to carry signals, and since light travels so quickly, Fibre to the Home carries an enormous amount of data at previously unheard of speeds, leading to faster load times and higher-quality streaming. Like water and electricity, access to fast and reliable internet is an essential service.

WHY FIBRE TO THE HOME?

Fibre to the Home is considered the most advanced and the best technology to handle the increasing demands of everyday life today and into the future; from email to video calls, online shopping, streaming, gaming, and learning or working from home.

According to the Canadian Internet Registration Authority, Canadians spend 40% of their time online watching movies, TV, and videos.¹ With the explosion of streaming content available in 4K HD and internet connected devices, it's estimated that bandwidth requirements will grow by 50% every year! Without a high-quality connection, you'll get left behind. Wightman Fibre to the Home will keep you connected now and into the future.

Wightman Fibre to the Home versus the other guys

- **Fibre to the Home is faster**

As we do more and more online, we'll need faster and faster internet speeds. Wightman Fibre to the Home is ready for the future, with the ability to deliver speeds up to 1 Gig (1,000 Mbps) right now.

- **Fibre to the Home is a great multi-tasker**

Fibre to the Home can carry more data at one time than copper cable. How much more? Try comparing the Avon River to your garden hose! According to the Fiber Broadband Association, one bundle of fibre not much thicker than a pencil can carry all the world's communication traffic.² Wightman Fibre to the Home lets you do more, watch more, talk more, and play more without overloading your connection.

- **Fibre to the Home is future-proof**

The future is online. Most people use web-connected technology every day, whether they own a computer or not. As demand for a faster, higher-capacity connection increases, Wightman Fibre to the Home will be able to provide it.

HOW DOES FIBRE TO THE HOME WORK?

Technical made simple

Imagine a garden hose and picture the inside of that hose has been coated from one end to the other with a mirror. If a friend were to shine a light in one end of the hose, the light would reflect off the mirror coating and reach the other end, even if the hose were twisted and turned around corners. Imagine that your friend started turning their light on and off in a pattern (like Morse code). Communication is now possible. This is how fibre optics works, except the light is being turned off and on a billion times a second!

What makes Fibre to the Home different?

Most providers use fibre optics in their networks now. But Wightman Fibre to the Home is distinctly different! While others may use fibre to stretch from town to town, Wightman provides fibre optic technology right into your home. It's a direct fibre connection from us to you.

How will my electronics work with Fibre to the Home?

When we bring fibre into your home, we will install a small device called an ONT (see Figure 1) that translates the fibre optic "light signals" into electrical signals that your phone, computer, TV, and wireless devices can understand.



Figure 1 – Optical Network Terminal (ONT) transfers fibre optic signals into electrical signals

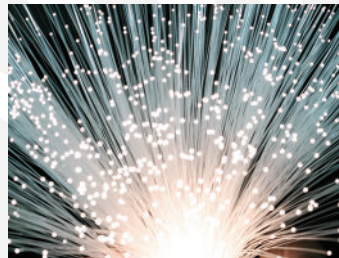


Figure 2 – Glass fibre strands use light to send signals



WIGHTMAN FIBRE TO THE HOME LETS YOU DO MORE

Discover what you can do with Wightman Fibre to the Home – better video streaming, faster file upload and download, and even browsing that's more fun. You can watch TV, use the internet on your phone, and stream HD video all at the same time without any connection lag.³ Our internet doesn't slow down, even at peak usage times.

Fibre to the Home can increase your property value

The value of your home can increase up to 3.1% with Fibre to the Home technology installed.⁴ Fibre-equipped homes, apartments, and offices rent and sell faster and command a price premium over real estate without fibre. Today's prospective buyers are looking for a new type of utility – connectivity.

It gives your community an advantage

Families and businesses are looking for connectivity when it's time to relocate. A location with Fibre to the Home service means a fast, reliable connection with plenty of carrying capacity (bandwidth). So what can fibre do for your community?

- Schools can offer students new experiences for learning.
- Hospitals and clinics can use more of the most advanced medical technology — from faster access to online references to remote surgery.
- Fibre access can be a big draw for business, especially tech-related services and industries.
- Residents and businesses will get a dedicated fibre connection which provides consistent speeds, even when your neighbours are online.



INTERNET USAGE IN CANADA

50%

Bandwidth Requirements

It's estimated that bandwidth requirements will grow by 50% every year.

41%

TV & Movie Content*

41% of Canadians use streaming TV and movie services daily like Netflix, Prime, Disney+.

40.5
HOURS

Internet Usage**

24% of Canadians spend 40.5 hours online per week across all digital devices.



Internet Connected Devices***

The number of internet connected devices per home grew by 12% in 2020.
Can your connection keep up?



FIBRE TO THE HOME CONSTRUCTION PROCESS

Before we start any construction, we complete locates ahead of time. Locates are tiny flags and ground markings that indicate where other services such as water, power, natural gas, and telecom are buried underground. Locates help us to determine our fibre design plan — where we will bury our facilities underground. After locates have been completed and our fibre design plan is finalized, we use the hydrovac method to vacuum dirt out of the area where we need to work. This ensures that we are able to minimize surface digging and keep our construction as clean as possible. Next, we bring in the horizontal directional drill to install our conduit underground on municipal property, then we place fibre into the conduit. After fibre is in the conduit, we connect (splice) our mainline fibre.

The final step to install Wightman Fibre to the Home service is to bury a small conduit with fibre (a drop) from the curb to the exterior of the home of all residences that have signed up for service.





Signing up for Wightman Fibre to the Home is a very important step in our construction process, as it gives us approval to come on your property and bury a drop. After we bury a drop from the curb to the outside of your home, we make arrangements to complete the interior install and activate your Wightman Fibre to the Home services.

The best things always take time

Bringing Wightman Fibre to the Home to Stratford is well underway. Soon a Fibre to the Home connection will be available to homes and businesses in your neighbourhood! To find out when construction will arrive in your neighbourhood, visit wightman.ca or our office in Stratford.

Given the nature of our construction, Wightman understands that it may cause some disruption in your community. However, it should not be necessary to close any streets or reroute traffic, and our construction crews will repair any damage to the landscape.

WIGHTMAN FIBRE TO THE HOME SERVICES

The future is Fibre to the Home, and it's here! Take a look at our future-ready Wightman Fibre to the Home services and get ready to do more! We do more than just connect you to the world's most advanced technology, we back it up with our award-winning, local customer service and a local technical support team that's available 24/7/365.

Fibre to the Home Internet – at the speed of light

Unlike other providers who boast of "fibre-powered" networks, Wightman Fibre to the Home brings a dedicated fibre optic line right into your home, giving you a reliable, consistent connection.

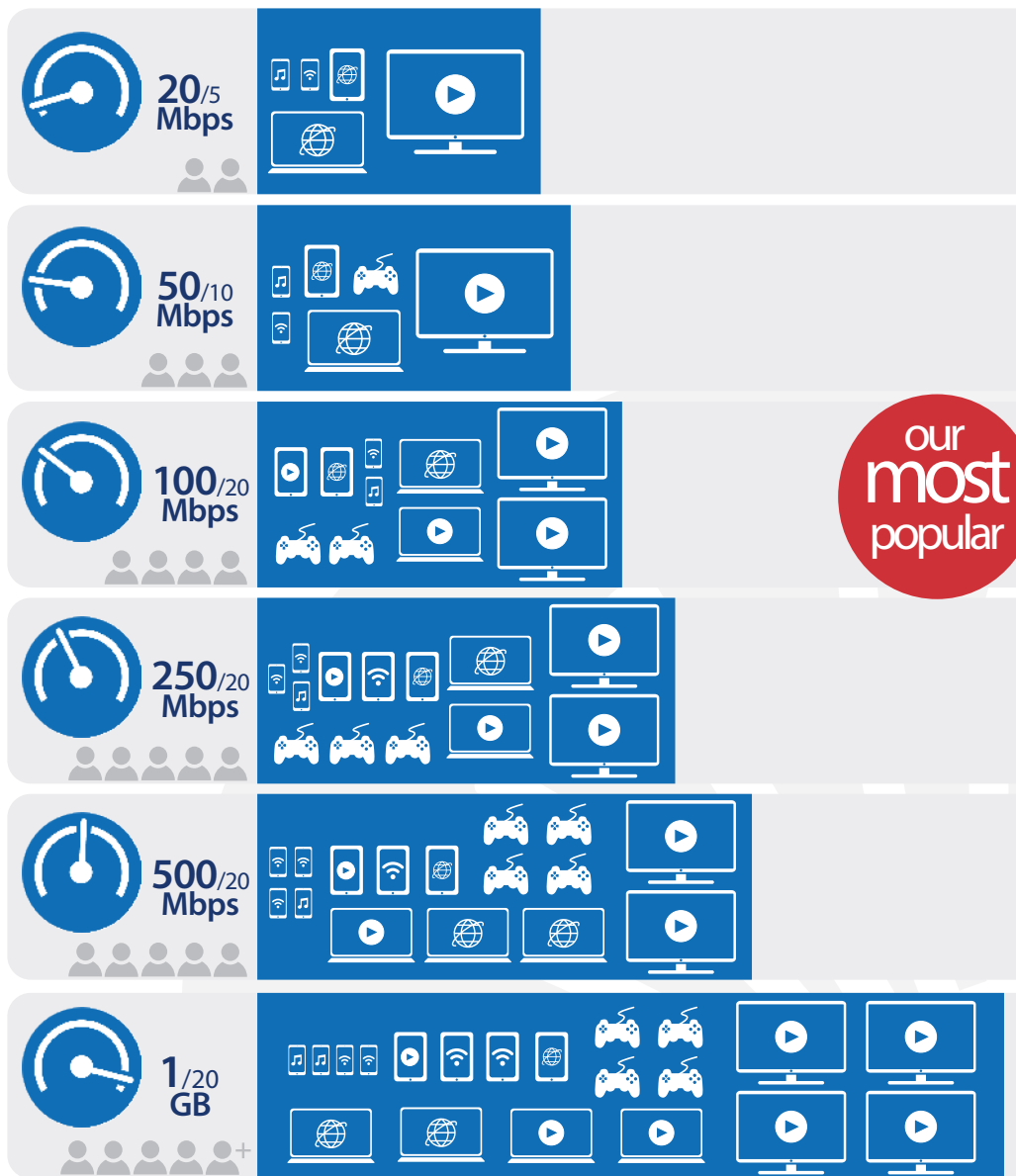
Download, stream, and browse the web all at the same time. Wightman Fibre to the Home gives you consistent, lightning-fast internet – even at peak hours, and even when everyone in the house is online!³

- Connect to Wightman's 100% fibre optic network
- **NETFLIX** Ultra HD Compatible
- **You Tube** HD Verified
- Enjoy the freedom that our internet has to offer and go for extreme speed up to 1 Gig available
- Unlimited usage all the time

1GB⁵
unlimited



Comparing internet speeds with Wightman Fibre to the Home service



*Routers and devices you connect to the internet may affect the speed and performance of your home or business network.



Fibre to the Home TV – astounding picture quality

- Hundreds of channels available including a selection of 4K
- Choose the channels you want with our UPick 5, UPick 10, or Flex 20 package – swap out and trade for any of our UPick Standalone Channels
- Watch when you want with Wightman On Demand and Crave⁶
- Catch everything you want to see with features like Restart TV⁷ and What's Hot

GET WHOLE HOME ENTERTAINMENT

Watch your favourite recorded TV shows from anywhere in your home, anytime you want with Wightman's Whole Home DVR feature.⁸



WIGHTMAN COMMUNITY TV

Local TV is more than birthday greetings and garage sales. Watch original programming about events, history, and people – entertaining, enlightening, and local. Exclusively on Wightman Community TV, Channel 6.

MANAGE MY TVS APP

Use your mobile device to manage your DVR, check the channel guide, and even change the channel! Download it today for Android and iOS.



WATCH ANYTIME AND ANYWHERE YOU WANT

Use WatchTVEverywhere to watch your favourite shows on demand in your living room, or stream on your mobile device from anywhere you can access the internet.⁹



Fibre to the Home Phone – crystal-clear sound

Talk more! With Wightman Fibre to the Home Phone service, enjoy an unbeatable crystal-clear connection. Keep your current phone number and jacks. Receive 10 FREE phone features and 2¢ per minute long distance anywhere, anytime in Canada and the U.S., when you bundle Home Phone service with another Wightman service.

10 free features included in a bundle:

- Call Display
- Call Display Blocking
- Call Forwarding
- Call Transfer
- Call Waiting
- Visual Call Waiting
- Home Intercom
- Ident-a-Call
- Speed Calling
- Three-Way Calling

10 FREE FEATURES

2¢/min LONG DISTANCE





FREQUENTLY ASKED QUESTIONS

Q. How do I sign up?

A. There are several ways:

- Sign up online at wightman.ca/signup
- Call us at **1.877.863.4273**
- Email ftthstratford@wightman.ca to get more details
- Visit us in person at **587 Huron Street, Unit 3, Stratford**

Q. What is Fibre to the Home?

A. Fibre to the Home uses glass fibre to carry communications signals. It replaces existing copper infrastructure, such as telephone wires and TV cable, with a faster, more reliable method of delivering internet, TV, and phone services.

Q. Why is fibre better than copper lines, or wireless service?

A. Fibre optics provides the most robust, secure, and cost-effective solution for bringing truly high-speed internet to individual homes. It can manage significantly faster internet speeds over greater distances, and it is not subject to transmission interference like copper, coaxial cable, and wireless. Fibre optics offers more transmission security, requires less maintenance, and has a significantly longer lifespan than other technologies.

Q. Do I have to take phone, internet, and TV service to get fibre installed?

A. No. Subscription to only one service is required to have fibre installed. However, bundling all your services with Wightman should provide you with more savings.

Q. Does Wightman have WiFi routers with Fibre to the Home?

A. Yes, Wightman offers a WiFi router that has been proven with our end to end technology. It is a great worry-free option that our Technical Support team can access remotely to assist with any issue that may arise.

Q. Can I keep my current television provider?

A. Yes. However, bundling all your services with Wightman should provide you with more savings.

Q. How is an ONT powered? Does it require a battery?

A. An ONT is powered by electricity but requires a battery in the event of a power outage. If you have telephone service, our battery will provide emergency power for several hours of talk time during an outage.

Q. Is there any cost to me for Fibre to the Home installation?

A. No. Fibre to the Home installation is free if you subscribe to our service during the initial construction period.

Q. If the fibre is not down my street yet, do I still need to sign up now?

A. Yes because we need to consider your house in our construction plans.

Q. What if I do not agree to have Fibre to the Home installed now and decide I want it later?

A. Customers who wait until after Fibre to the Home construction is complete in their neighborhood may incur an installation fee.

Q. If I'm already a Wightman customer, will you automatically fibre my home or business?

A. No. We need your permission to bury our fibre on your property. Current customers are required to sign up for our Fibre to the Home service to ensure your premises is in our construction plans.

Q. What do I need to complete the Fibre to the Home Service Agreement?

A. To complete the form, you'll need your name, address, service address (if different), contact details, services you would like to add, and your signature. The Fibre to the Home Service Agreement gives us permission to:

- Contact you to arrange for a site preview to determine the best location to bring fibre into your home.
- Bring fibre from the street to your home/business.
- Access your home/business to install the ONT and wiring as required.

We will send you our Fibre Agreement to sign that gives us your commitment to keep the services for 3 years. It's advantageous to sign up as early as you can as you then lock your 3-year term in at the price as of the day you sign up.

Q. What happens to my three-year commitment if I move?

A. The commitment will be cancelled at no cost if you move from your current address.

Q. If I switch my internet, TV, or phone provider to Wightman, will I still incur monthly charges from my present provider?

A. If you are not in a contract, then no. However, you will need to cancel services with your current provider(s). You will receive a final bill from your current provider and are responsible for returning any of their equipment that you are renting.

Q. When will construction be starting in Stratford?

A. Construction is well underway and homes are being installed with Wightman Fibre to the Home. Check our website for updates on the construction progress.

Q. When will you be on my street?

A. We will publish our progress on our website that gives a high level view. As we start the mainline construction, we will drop off bags with information on our services and describing the construction process. This letter indicates we will begin construction in the next week or so after delivery.

Q. How do I know if my address will get fibre?

A. Stop in and see us, give us a call, or send an email and we can confirm for you.



WHAT MAKES WIGHTMAN SPECIAL?

At Wightman, our vision is to be the people's trusted choice in the communities we serve. We are passionate about providing the best possible experience in every interaction.

That's why we work every day to create WOW experiences for our customers. After more than a century, our philosophy is still **People First**.

What it means for you:

- Answering your call with a live, local voice everytime
- Simple straightforward pricing
- A community-focused, local provider whose employees live and work where you do. We also use the products we sell, so you know that we'll stand behind them and provide the support you need when you need it 24/7, 365 days a year
- Playing an active role in your community, both corporately and individually by supporting service groups, minor sports, and community organizations
- Creating local jobs



More than just talk, we've been awarded several service excellence awards, and receive great feedback from our customers: wightman.ca/reviews

"All I have to say is wow! Customer service is incredible...friendly, helpful, and follow-through is excellent... Highly recommend Wightman, they are awesome."

Tracy, Fergus - customer for more than 6 years. Read more at wightman.ca/reviews



Voted Favourite Internet and TV Provider for ten years in a row*



HOW TO SIGN UP?

We will not automatically fibre your home or business. You must sign up to have fibre installed. There are several ways to sign up for Wightman Fibre to the Home:

- Call us at **1.877.863.4273**
- Email us at **ftthstratford@wightman.ca**
- Sign up online at **wightman.ca/signup**.
- Visit us in person at **587 Huron Street, Unit 3, Stratford**

Once you have reached out to us, we will send you the details you need, like our Fibre to the Home Service Agreement. The completed agreement can be dropped off at our Stratford retail store, 587 Huron Street, Unit 3.

NOTES:

Prices and services are subject to change without notice.

[^] <https://www.statista.com/statistics/473730/canada-weekly-time-spent-online/>
^{^^} <https://www.statista.com/topics/5235/streaming-in-canada/>
^{^^^} <https://www.cira.ca/resources/factbook/canadas-internet-factbook-2020>
^{*}Voted Favourite Internet and Cable TV Provider by The Listowel Banner North Perth Favourites since 2011.

1. 2019 Canada's Internet Factbook, <https://www.cira.ca/resources/corporate/factbook/canadas-internet-factbook-2019>
2. Source: "Why We'll Always Need More Bandwidth," (p.13) in What Fiber Broadband Can Do For Your Community, 13th Edition, Fall 2017, Steven S. Ross and Masha Zager. http://www.bbpmag.com/Primers/BBC_Nov17_Primer.pdf
3. Routers and devices you connect to the internet may affect the speed and performance of your home or business network.
4. "Study Shows Home Values Up 3.1% with Access to Fiber." Source: www.fiberbroadband.org/blog/study-shows-home-values-up-3.1-with-access-to-fiber, Fiber Broadband Association, 29 June 2015.
5. Maximum speeds for the tier. Speed increases are not available in all multi-unit dwellings. Call us to find out if your location is eligible.
6. Crave is a subscription on demand service.
7. ReStart TV is available on select channels.
8. Whole Home DVR is a feature added to your Wightman DVR for an additional fee. Each TV connected to Whole Home DVR requires a Set-Top Box.
9. A WatchTVEverywhere account is required to view on demand content over an internet connection. Each channel has its own mobile app which must be downloaded from your device's application store to view mobile content. Standard bandwidth rates apply when streaming, where applicable.



Wightman

1.877.863.4273 | 587 Huron Street, Unit 3, Stratford | wightman.ca/stratford