

**Submission to the Senate Select Committee on the
National Broadband Network.**

Submission from Fraser Swift.

I don't think about FTTH as a technology, I think of it as a system. FTTH is a system that evolves as people communicate, relate and collaborate. Here is a list of just 22 benefits of FTTH:

Community: FTTH will revitalize communities because FTTH will connect people in ways never before possible, resulting in unprecedented collaboration. Everyone in the country will have access to perfect video to connect to every home, business and school.

Industry: Business Leaders will use FTTH to transform their business models, offering new value creating products and services. The FTTH broadband network is *the* platform for growth of our economy.

Education: With FTTH, everyone in the country will be able to broadcast content to every home, business and school. This is great for those who love to teach. FTTH is an education revolution.

Employment: It will be commonplace for phone calls to be face-to-face, via perfect quality video. For those seeking employment, getting in front of a hiring manager will be as easy as making a phone call. There will be no need to "attend" an interview. FTTH is an employment revolution.

Health: Anyone in need of urgent medical assessment, can use the FTTH connection to speed triage assessment. This is easy. By using the FTTH connection you video call an Ambulance, they connect you to a Nurse, the Nurse connects you to a Doctor and the Doctor connects you to the best Medical Specialist available in the country. All this can be done in minutes. The best medical specialist in the country can see you before the Ambulance even arrives to your house. FTTH is a revolution in Health Care. It will save lives.

Efficiency: FTTH connections will create more value without using more resources. You won't need to drive the car to see your Accountant. FTTH is good for the environment. Businesses may re-structure their operations to benefit from the efficiencies offered by the FTTH broadband network.

Security: Being able to see anyone in the country will provide enormous cost efficiencies. The FTTH video connections will reduce risks such as identity theft. FTTH is a revolution in crime prevention.

Humanity: FTTH caters for most human modes of communication, except smell. You can't smell someone over FTTH when you are communicating, you will realise the benefit of this when the person you are communicating with lets out a fart (and you should thank Kevin Rudd). FTTH will be able to cater for sight perfectly well. FTTH will actually improve sound communication because if the person you are talking to "speaks softly" FTTH allows you to simply turn up their volume. Touch is catered for, but only partially, this is because if you can show them a document and email it to them but FTTH will reduce the need to sign documents because it will be easy to record any exchange (such as a sale).

Cultural Preservation: FTTH is a system that enables cultural preservation in ways never before possible; this is due to the fact that FTTH is not like other technologies (like the Syncatron) because you have the power to use FTTH as you wish and you don't have to go far to use it, because it will be connected to your home. If you have something to say and you record your face-to-face conversation (videoconference over FTTH) then that conversation can be saved. Imagine all of the languages that have become extinct. It does not have to be that way.

Simplicity: FTTH is an enabler that can simplify many functions. For example; A new mother (in Melbourne) can show her mother (in Batemans Bay) her new Granddaughter.

Geography: FTTH enables small companies and home-based businesses to compete and offer services in markets that are currently out of reach. FTTH gives richness and reach to

information, knowledge, and services (content).

Flexibility & Resilience: FTTH will offer unprecedented levels of flexibility. We will all be able to connect to one-another via perfect quality video. Your connectivity can add weight to your service offering whilst the broadband network's speed allows for faster service delivery. Weight multiplied by Velocity achieves breakthroughs and builds momentum. It is the same in business as it is in nuclear fission.

Jobs Growth: FTTH offers flexibility that has never existed before. An employer in one part of the country can interview a person in another part of the country, followed by someone else somewhere else, without anyone leaving home. FTTH may allow a person with talent and knowledge living in Perth to apply their skills in Sydney, or Darwin or both. The point is; FTTH connections will generate explosive growth in jobs.

Environment: FTTH will replace many paper based and resource intensive ways of transferring information, thereby reducing our impact on the environment.

Poverty: FTTH will allow people connected to FTTH to access and communicate to any other person connected to FTTH (every home in Australia), and whilst people can communicate about anything and everything, many may choose to collaborate on the solution to Global Poverty. (A bit far fetched, I know, but a great system, like FTTH, can be a reflection of the people using it and Aussie's are good people with a great culture).

Diversity: FTTH enables increased ability to communicate to one another, even to access and utilise an expert, such as a sign language expert or an interpreter, to not just cater for, but also genuinely service the needs of our diverse society. This breaks down barriers. FTTH will not stop people from joining the Ku Klux Klan, but it is great for everyone genuine about inclusiveness.

Access: FTTH will give everyone access to expertise. Such access is unprecedented in human history. Some professions will benefit more than others. There are endless possibilities.

Sales: FTTH offers the obvious benefit of being able to sell products and services, from anywhere, to everywhere. A Farmer may no longer need to take his sheep to the market, because with FTTH the market can come to him (or Her).

Easy: FTTH will make some tasks effortless. Innovators will offer new solutions. As we evolve, more and more people will begin to understand the limitless possibilities available when *Physical Location* is distinct from *Activity*.

Economy & Productivity: The obvious productivity gain from FTTH is time. And time equals money. The FTTH broadband network will unleash productivity.

Freedom: FTTH is like the water pipe that brings water into your home. Citizens can make their own choice whether to turn on the tap. FTTH is like the water from the tap because you can drink a little bit of water, shower or Bath in the water, or you can fill up your swimming pool, or you can leave the tap running. Regardless of your choice, FTTH will transform your world, whether you embrace it or not, like Freedom.

Cost: FTTH is nation building at its best. FTTH will prove to be a valuable national asset, providing extraordinary benefits to our generation. The benefits of using FTTH are so overwhelming that FTTH should be free to use. FTTH will pay for itself many times over. It will be our gift to the next generation, but by then they will hopefully be smart enough to realize that they need a better system than the legacy system we have bequeathed to them. The very essence of this is that we lay down FTTH for our children in the hope that our children will replace it with something better.

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