



What the experts are saying about ultra-broadband infrastructure on the waterfront

“Enabling ultra-fast and reliable communications infrastructure is vital to sustaining Ontario’s long-term prosperity and driving innovation. ‘Intelligent communities’ like the ones being built by Waterfront Toronto will help us create jobs and bring leading-edge businesses to our province.”

Hon. Glen Murray, Ontario Minister of Research and Innovation

“Expanding the availability of ultra-broadband is a key strategic component in our quest to be a world leader in ITC, interactive digital media and other creative and knowledge-heavy sectors. We have advanced companies and a talented, highly educated workforce that need a superior communication infrastructure to compete on the world stage. Installing Ultra-broadband capability in the waterfront communities will provide a significant boost to our attractiveness as a prime destination for international business investment.”

Toronto City Councillor Michael Thompson, Chair of Toronto's Economic Development Committee

"Twenty years ago when I described in *Paradigm Shift* the evolution of various ages of societies and their economies it was clear that each new age has a long gestation period before it truly blooms.

Waterfront Toronto's announcement of its very advanced ultra-high speed community communications infrastructure and services shows that the new age of Wikinomics is set to bloom in the world’s leading Intelligent or smart communities. They feature mass collaboration, true telework, collaborative lifelong learning and hundreds of new services that will become practical when high speed ultra-broadband is available at practical prices as described in Waterfront Toronto's announcement."

Don Tapscott, leading global authority on innovation and technology, and author of such books as: *Paradigm Shift: The New Promise of Information Technology; Growing Up Digital; Grown Up Digital; and Macrowikinomics: Rebooting Business and the World*, co-authored by Anthony D. Williams

“Global cities are competing fiercely for talent and business. Those that succeed are the ones that provide environments and tools for the creators within the city to live well and work well. It does not matter if they are creating art, engines or financial derivatives. This ultra-broadband initiative of Waterfront Toronto is providing both the environment and the tools for creators to continue growing Toronto on the world stage. It is the exact type of approach that will distinguish us in this ever flat and competitive world”

Renato Discenza, President and CEO, Invest Toronto

"The Intelligent Community Forum is a global think tank based in New York City that focuses internationally on the creation of prosperous local economies and robust societies in the broadband economy of the 21st Century. Toronto Waterfront's plans meet the criteria and principles of being an Intelligent Community.

From an infrastructure perspective, its fibre-optic network will provide open access for everyone in the community – both residents and businesses – with virtually unlimited access to the infrastructure and to a unique community portal.

This will enable creative enterprises, knowledge work and research to thrive in this environment providing opportunities for higher productivity and prosperity for all. Open Access Networks have proven successful in Asia, USA and Europe; the best known and most mature being Vasteras, Sweden with dozens of providers and hundreds of services available to 40,000 homes and businesses."

John Jung, Chairman and Co-Founder, Intelligent Community Forum, and CEO, Canada's Technology Triangle

"The speed and quality of broadband service is becoming a foundational element required of all world class cities to maintain competitiveness in a rapidly changing world. It is a critical element in attracting top talent and companies, driving innovation and creating real economic benefits. In addition high speed broadband can deliver social benefits in areas such as healthcare and education.

The communication demands of consumers continue to explode, driven by new applications and services such as social media, on demand music and video, electronic and mobile commerce. In addition, residents are expecting advanced communications to form part of education and healthcare systems from a quality of life perspective.

Similarly, business demands for communications are increasing just as dramatically in an effort to keep ahead of the consumer and the competition. Credible studies suggest that data traffic being carried over broadband will grow tenfold in the next 5 years. In order to compete in a global economy businesses need access to information and the ability to act upon it in real time. Businesses also need to operate at lowest cost which requires continually looking for productivity enhancements many of which are communication technology driven with cloud computing being one such example. Accordingly, access to exceptional connectivity infrastructure along with advanced services and applications is crucial for both consumers and businesses but for different reasons. In order to remain an environment of choice for business and residents, cities need to be high-speed broadband enabled.

Without the ability to connect and operate on the latest and fastest platforms, be that from home or at work, the cities will become less attractive and potentially irrelevant. The attraction and retention of the brightest talent and the most promising businesses requires a quality high-speed broadband service as a foundational element."

Evan Kelly, Partner and National Communications Industry Lead, PricewaterhouseCoopers Canada

"Great Gulf is proud to be a part of Waterfront Toronto's Intelligent Community Initiative and look forward to partnering with Beanfield to bring this revolutionary piece of technology to Parkside. Providing our residents with unparalleled network connectivity is a clear competitive advantage in the marketplace. It is a fitting complement to what is undoubtedly a signature building soon to grace the emerging East Bayfront neighbourhood."

Alan Vihant, Senior Vice President – High Rise, Great Gulf Group of Companies

"Smart + Connected Communities, like Waterfront Toronto, drive social, environmental and economic sustainability. What makes the smart connection possible is that governments, service providers, private enterprises and citizens can share data and collaborate across a common broadband service delivery platform. Working together we can implement a shared vision of a 4th utility for the community.

The broadband platform will enable people to manage energy usage in their homes, work in a combination of physical and virtual offices, interact with students and teachers around the world, obtain health care regardless of location, make greener choices about how they travel, enjoy a more personalized, more productive shopping experience and go to stadiums that bring them closer to their favorite teams. And managers will be able to make more efficient use of utilities, maximize transportation system throughput, ensure public safety and personal security, manage smart buildings, optimize communications and coordinate emergency responses across agencies, cities and countries.

Cisco and its world-class partners are working with organizations like Waterfront Toronto, around the world to implement the enabling network architectures and to develop the innovative solutions, business models and public-private partnerships necessary to create a better city and a better life for citizens.”

Joe Deklic, Vice President, Strategic Investments, Cisco Canada

“With the bandwidth on offer, the Toronto waterfront will be a mecca for creative people in the arts, gaming, and research. The economic impact of giving people access to real connectivity will be dramatic. Finally, bandwidth that recognizes that the upload is equally if not more important than the download. No more smart sender to dumb recipient; the people living and working on the Toronto Waterfront will lead the way in developing the applications and the content that will truly build a new economy. The Toronto waterfront, for businesses and for residents, will unleash creative engagement in the digital economy. “

Walter Stewart,

Independent technology consultant who includes CANARIE and the Toronto Region Research Alliance among his clients