



Let the Video Wars Begin

In this edition, we will be talking about two giants in the data world — Apple and Google. Once considered to be friendly neighbors, co-existing in the infamous Silicon Valley, they are now considered by many to be taking aim at each other. In recent articles, we have written about the Roku box and how it allows users to stream video from content providers like Netflix. In this article, we are talking about set-top boxes that approach Internet Video delivery differently. Additionally, these boxes from Apple and Google will reportedly have “smartphone” integration, meaning that you will be able to watch streaming video on your television, iPhone, Android device or iPad and use some smartphone apps on them, as well.

First, let’s compare what is similar between the two devices. To begin with, they will both utilize a set-top box, however, Google’s approach will take it further than just a stand-alone box. More on that in a minute. Both Google’s and Apple’s devices will allow users to watch on-demand movies and some television shows, but this is where the differences start to become apparent.

The Apple TV product, while upgraded recently, has been on the market for the past few years and it will be following the Apple iTunes model. As one columnist recently said “Apple makes a killing off of iTunes. Conveniently, Apple TV plants a storefront for iTunes in the middle of your living room, allowing you to buy Apple content from Apple.” - Nick Mokey, Digital-Trends.com. What’s good about this is that it allows you to be able purchase and download, high-quality music, movies and television shows from one source. On the flipside... you will have only one source to download high-quality music, movies and television shows.

The Apple product will also be restrictive in terms of allowing other vendors on their service. While they have included Netflix in their product, primarily, Apple wants to be the one selling you the products and the one controlling the software/hardware.

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Google, on the other, hand welcomes other vendors and this is where the Google product may have the distinct advantage. As previously mentioned, Google will have a set-top box like Apple, but Google is also working with television manufacturers to incorporate the Google software onto the TV. Sony is on board, and there is talk that Samsung will be the next to come along. But, expect other manufacturers to be working with Google soon. Currently, Netflix is incorporated into the product, however, you should see other vendors like Amazon's on demand video content and Major League Baseball soon. Better yet, you will be able to search the web for content, allowing you to get entertainment from Hulu, Fancast and the networks themselves. You will also be able to connect and control your cable or satellite equipment via the Google box, and the box should have a Blu-ray DVD player in it as well, making Google's box a "one-box-does-all" solution.

While both products will be able to run smartphone applications on your television at some point, Google, at least for the moment, will have an advantage with a more powerful processor. The Apple TV device is likened to its smartphone without the screen, which causes it to have lower resolution (720p versus Google's 1080p), and performance compared to the Google box. Additionally, it is reported that the Apple box does not leave much room for expansion while the Google box developed by Logitech, uses an Intel processor and is reported to be very expandable.

So, in a nutshell, Apple TV is here today and you can buy content from Apple and Netflix, however you may be limited as to what web content you will be able to watch. Google appears to be the more versatile product and you will see its application on many different sources, (i.e., televisions, set-top boxes, Android smartphones). Additionally, you will be able to get content from various sources. All this is extremely interesting, but the Google product has not been released yet, as of this writing.

One thing's for sure, the home entertainment market is changing and getting very exciting. Stay tuned, as we will continue to report on this transformation and how you can maximize your Pioneer Broadband Experience!

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Pioneer At Its Best

On August 4, 2010, Issak Glenn, a 5 year old boy from Veneta, Oregon, disappeared while playing at Washburne State Park near Florence, OR. On the morning of August 5, Lincoln County Search and Rescue (SAR) was activated to assist Lane County in the search for Issak. When Pioneer employee, Bruce Tompkins, got the call, he was aware that there was no cell service in the Washburne Park area and that a land line might be needed. Bruce explained the situation to his supervisor and he approved the idea of Bruce going to the search and helping with their communications needs. Oregon State Police (OSP) were setup in the maintenance shop break room at Washburne and needed broad-band and additional phone lines. Assisted by other Pioneer employees who took care of the necessary paperwork, Bruce was able to do the install and activate DSL broadband within 45 minutes into the Incident Command trailer. After the operation was complete, OSP and the Lane County Search Coordinator thanked him and expressed their appreciation for Pioneer's help.

Thankfully, this story has a happy ending. After being lost in the woods for 20 hours, and having traveled almost 2 miles, Issak was found and reunited with his parents! Bruce was at the command trailer when he was brought back to the campground and witnessed the re-union. This was a great example of how the Cooperative's Network is advanced enough to provide high quality broadband service in very remote areas and that our employees will do whatever is necessary to expedite service installation regardless of the situation.

A job well done for all involved!

Thank You to our Members

This year marks our 60th Anniversary of bringing the latest in communications technology to our members. On August 11th in Philomath and August 13th in Waldport, Pioneer hosted two "Member Appreciation Evenings" to thank our members for their loyalty and support. Over 400 hamburgers AND 400 hotdogs, shaved ice, popcorn and cake were served during the two events.

Members and employees were treated to music while they socialized with their neighbors and friends. Pioneer also showed informative demonstrations on Pioneer's DSL broadband services. We are proud of the role we have played in bringing these crucial services to you and look forward to the next 60 years. Thank you to all those who came out and joined in on the fun!



Help Our Soldiers Stay Connected



"We will continue Cell Phones for Soldiers as long as there are troops deployed so that they can communicate with their loved ones for free."

Brittany Bergquist, 16, and brother, Robbie, 15, founders of Cell Phones for Soldiers.

Start a cell phone collection program in your school, office, or community. Go to cellphonesforsoldiers.com for more information.

To a military family, a phone call home is priceless. The Armed Forces Services Exchange operates telephone call centers in Iraq, Kuwait, Afghanistan, and other countries and aboard ships – anywhere service members are deployed. All of these locations stay busy around the clock to keep up communication between deployed troops and their loved ones. But these phone calls are expensive. A phone call from overseas can cost \$7 to \$8 per minute.

Cell Phones for Soldiers

Cell Phones for Soldiers was founded by teenagers Robbie and Brittany Bergquist from Norwell, Mass., with \$21 of their own money. Their goal is to help our soldiers serving overseas call home by providing prepaid phone cards. Since 2004, their non-profit charity has raised almost \$2 million in donations and distributed more than 500,000 prepaid calling cards to soldiers serving overseas.

Cell Phones for Soldiers addresses an everyday emotional need that everyone has experienced: the imperative to phone home, to hear a familiar voice while far away.

Please help our troops by donating your used cell phones today.

CELL PHONES FOR SOLDIERS

cellphonesforsoldiers.com



Photos courtesy AT&T (top left), U.S. Army (top right), and U.S. Department of Defense (lower left). Cell Phones for Soldiers is a 501(c)(3) non-profit organization. Printed on recycled paper.

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What's Inside

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2. Pioneer Helps in Search of Young Boy
3. 60th Anniversary Thank You
4. High Speed Broadband Promotion
5. Cell Phone for Soldiers



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