

Enhance your apartment building with ultrafast fibre

Get future-proof ultrafast fibre into your building so people can enjoy speeds of up to 1Gbps



**Having an ultrafast connection
will make your building more
attractive for new tenants,
and will help you retain
existing ones**





Get an ultrafast fibre network for your existing apartment building

The majority of new apartment buildings now being built include a fibre infrastructure to provide the fastest broadband speeds. People are increasingly looking for ultrafast speeds to support their online activities and that's often a deciding factor in choosing a new home.

You can add more value to your existing apartment building by letting us install full fibre via Fibre-to-the-Premises (FTTP) technology. This is where we bring fibre optic cables all the way from the local exchange to the building, offering a far more reliable internet connection with faster download speeds of up to 1Gbs – enough to stream 200 HD movies at same time.

We've started the challenge of building a large-scale FTTP network for the UK and are accelerating our FTTP build programme by 50% to reach three million homes and businesses by the end of 2020.

If your property is in an area we're bringing full fibre to, we can include your building in our rollout **free of charge. This will enable your residents to enjoy ultrafast broadband.**

The future is Fibre to the Premises (FTTP), where pure fibre optic cables connect homes and businesses straight to the exchange with no interruptions in service, reliability or performance

Upgrading to an ultrafast fibre infrastructure – full speed ahead

As the needs of people evolve, they'll look for an ultrafast broadband solution to deliver new high bandwidth services

Distance affects the quality and speed of data transmission over copper. The longer the distance from the telephone exchange to the street cabinet and from the cabinet to a building, the weaker the data signal becomes.

A full fibre infrastructure is an entirely different proposition. It's not distance limited for data in the same way. There are no street cabinets and your building would be connected by a fibre link all the way from the telephone exchange to the apartments.

That link can carry massive amounts of information (as pulses of light) over far greater distances than copper, without any discernible loss in signal. That's why ultrafast broadband is so fast, and with fibre cables being so small they can be installed in existing buildings in an unobtrusive way.

Wireless offers great connectivity for smart portable devices. But when it comes to streaming high bandwidth content reliably, nothing beats a hard wired data point.



How do you get an ultrafast fibre infrastructure from us?

First of all, please complete the form at openreach.co.uk/fttforapartments

From here, we'll get in touch with you to arrange a site survey to check the infrastructure options available. Then we'll produce a detailed proposal of our solution for review. At this time, we'll let you know if we can fully fund the installation, or whether you'll need to make a contribution.

Following the survey, and with the necessary agreements in place, we'll schedule the fibre installation on an agreed date.

And if you're considering a building refurbishment, that's a great time to arrange FTTP to enhance your residents' experience by providing high speed wired data points in their apartments. That's something we can also help you with.



We'll invest in an ultrafast fibre infrastructure for your apartment building

Once we've reached an agreement to deliver a full fibre network, we'll supply and install everything needed to bring ultrafast to each apartment. We won't even need to access the various apartments to do this. So long as you agree to the installation of the fibre network according to the survey, we'll take care of the rest.

For more information go to
openreach.co.uk/fttpforapartments



The benefits of ultrafast fibre broadband

People increasingly expect access to high-speed internet services in their homes, and being able to offer this could differentiate your apartments from those of your competitors.

Whatever your residents are into, fibre will make it quicker and easier. For instance, at speeds of 1Gbps you can download a two-hour 4K definition film in 15 minutes.

Depending on the broadband package offered by communications providers, people can enjoy:



Social networking

User generated content (UGC) is the next big thing online, and upload speeds with an ultrafast service makes sharing quick and easy



Video on demand

Stream HD, 4K, or 3D movies to you TV, watch catch-up services, like BBC iPlayer and access YouTube video channels, online photo albums, live events and personalised radio stations



Virtual storage

Store photos, documents, music and videos online – in the cloud – rather than on the computer at home



Home media hub. Anywhere

Access everything you need – telephone, TV, internet radio, videos, photos and files – whether you're in the home, visiting friends or off on holiday



Video calling

Full fibre opens up the world of HD video calling – include friends and family around the world and get together for a chat



Working

Work from home as effectively as you would in the office



Online multiplayer gaming

Faster upload speeds mean budding games players can share the experience by talking and exchanging video with other players

Our infrastructure can deliver speeds of up to 1Gbps (the fastest in the country) so everyone in the home can do what they like online, all at the same time – such as streaming HD films and music, catching up on TV on demand, making HD video calls, playing online games or uploading photos and video clips to social network sites, you name it!

This type of connection can enable people to work from home in exactly the same way as they do in the office, with secure high-speed access to the same systems information and applications.

Why Openreach?

Digital infrastructure

Openreach is the UK's primary digital infrastructure provider

Open access

Our network is available to all communications providers, giving consumers choice who to purchase a service from

£11bn investment

We regularly maintain and improve the infrastructure – £11bn has been invested in improving our network over the last 10 years

Unrivalled reach

The infrastructure already provides a complete network covering virtually the entire country and supporting 28 million phone lines

165m km of cable

Our network is the largest in the UK. We build, maintain and manage more than 165m km of cable stretching from Scotland, to Cornwall, Wales to East Anglia, and we carry out 9.5m engineering jobs each year, dealing with 25k customers every day

For more information go to
openreach.co.uk/fttpforapartments

openreach.co.uk

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