

## What Your Internet Service Provider (ISP) Won't Tell You About Their Broadband Speed

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You've seen the ISP Internet ads claiming "superfast" Cable, Fiber Optic, and DSL service. This service can cost up to \$50/mo. (residential) and up to \$100/mo. (business) for this "superfast" speed. But...

### Your ISP Won't Tell You The Speed You Experience is Much Slower

The speed you really experience is called **Throughput Speed**. This is the **overall speed**, which is from the data server sending you data, through the main Internet backbone, to your ISP's relatively short local connection (aka *last mile*) to your home or business. After reading this paper, you might want a **slower** (lower cost) last mile connection.

Most ISP marketing is designed to sell you a high priced high speed Internet connection. Surprisingly, most of the time you don't get this high speed anyway. In reality...

### 90% of the Time, The Actual Speeds You Experience Aren't much higher than 200 kbps. This is way slower than the super high speed that your ISP claims you're getting\*.

(This is like pumping 1 gal. of gas into your car, and getting charged for 10 gals., 90% of the time)

Actually a slower (and much lower cost) 200 kbps last mile connection to your home or business will download most files about as fast as a much higher priced "high speed" fiber optic connection. The true overall speed you really get is NOT the high speed broadband that you are paying for. This is because...

**The slower throughput speed is caused by the much slower data server *uplink* connection...even if you have a superfast last mile fiber optic downlink.** Your ISP won't tell you that.

The only people that probably should pay high prices for local high speed broadband lines are "power users" who do things like video, peer-to-peer file sharing, or audio streaming. If that's not you, then why pay extra?

The basic to average user just wants to E-mail their friends and relatives, and browse the Internet, a few times a day. So why pay a high price, when you can pay much less to get **the same throughput speed** 90% or more of the time?

PC-TroniX has a cost-effective option available for \$14.95/mo. for residential use...and \$30/mo. for business use. If you aren't happy with our Internet connectivity for any reason, during the first 30 days you can get your money back. No one has stopped service yet.

Although PC-TroniX caters to the basic to average user, we have higher speeds available for power users.

We hope this paper gives you insight into how most ISP speed claims are mainly marketing hype, designed to sell you a high priced, high speed connection, but which delivers data more like a 200 kbps connection 90% of the time.

**Call PC-TroniX today (1-877-PC-TRONIX) to learn more about our cost-effective Internet access.**

\*See PC Magazine article : "The White Lies ISPs Tell About Broadband Speeds" at:

<http://www.pcmag.com/article2/0%2C2817%2C2155140%2C00.asp>