

NYECOM NEWS

FALL 2019

Autumn is Time for Family Fun

September 23rd is the first day of fall. Summer is over, children are back in school, apple orchards are open, and farmers are preparing for harvest. Pumpkin patches are open for family entertainment with corn mazes and haunted houses. The ever-popular pumpkin drinks are back in stores. Take time for a walk or a bike ride and enjoy the cool weather and beautiful fall foliage!



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HIGH SCHOOL DEMANDS HIGH SPEED

If you have kids in high school, you know the whole family stays in high gear—from cheering for high scores at games to enjoying high notes at concerts to supporting high goals in classes.

When you're at home, your internet connection needs to meet the high demands of smart TVs, laptops, tablets, and smartphones in virtually constant use. How about upgrading to this high speed plan?

Up to 1 Gig
Check our website for speeds and pricing or give us a call

CALL TO ORDER:
402-582-4242



Everybody Wins When You Choose Our Local Team

Nyecom/Plainview Telephone knows you have options when it comes to choosing communications service providers. So we thank you for your loyal support. It's truly a win-win decision for these reasons:

- **Our local economy wins.** Nyecom/Plainview Telephone employs area residents and the dollars you spend with us stay close to home. In addition, we provide the advanced communications services, such as high-speed internet, required for businesses to grow.
- **Our local nonprofit organizations and community events win.** We're actively involved in the communities we serve through membership in local chamber and civic clubs as well as through volunteer work and financial donations.
- **Our local students win.** Nyecom/Plainview Telephone donates to local sports teams and supports the Ball Backers and Boosters at fundraising events. Our employees are coaches and mentors for students and athletes. Last winter we donated stocking caps for every Plainview school student.

Thanks again for choosing Nyecom/Plainview Telephone. Everybody wins when we work together.



If you have the feeling people are on their smartphones all day long, you're almost right. According to bankmycell.com, the average user will tap, swipe, or click their smartphone 2,617 times a day, and the average combined time spent on smartphones and tablets is 4 hours 33 minutes a day.¹

Internet-connected devices have clearly become integral parts of our lives, and smartphones and tablets are only part of the picture. Pew Research Center reports that nearly three quarters of U.S. adults now own desktop or laptop computers.²

The popularity of smart homes and the Internet of Things (IoT) is also increasing the number of devices in use. Check out these statistics from NCTA – The Internet & Television Association:³

- 71 percent of U.S. broadband households own a connected entertainment device.
- Streaming video made up 76 percent of all consumer internet traffic in 2017.
- Currently in the U.S. there are approximately eight networked devices per person, a number expected to climb to 13.6 per person by 2022.
- In the U.S. smart speaker market alone, adoption grew from 66.7 million devices in December 2017 to a staggering 118.5 million just one year later.

What do all these numbers mean to you? Well, they provide a number of things to consider when choosing the speed of your home's internet connection. For example, think about how many internet-connected devices are now in your home. Has the total number gone up recently? Then maybe your internet speed needs to go up as well.

You'll also want to keep in mind that streaming video requires more bandwidth, so if your family is frequently frustrated by buffering, it may also indicate the need for an internet upgrade.

Nyecom/Plainview Telephone can help you assess your household's internet usage and determine the best internet plan to meet your needs. Ask us about our Managed Wi-Fi and let us manage your service for your best internet experience. Talk to one of our local Customer Service Representatives at 402-582-4242.

¹ <https://www.bankmycell.com/blog/smartphone-addiction/#chapter2>

² <https://www.pewinternet.org/fact-sheet/mobile/>

³ <https://www.ncta.com/whats-new/iot-has-quietly-and-quickly-changed-our-lives>