



When Jonathan Snyder was deciding where his company, KeyOn Communications, would launch its wireless high-speed Internet access service in the Las Vegas Valley, the choice was pretty easy.

He chose Summerlin.

"The demographics and density of Summerlin were just what we wanted," says Snyder, who recently moved into the community himself. "There were two areas we were interested in, the northwest and southeast. We felt we could cover half the homes in Las Vegas."

The Summerlin launch came first. Its success led to a quicker-than-expected release of the product in Henderson and southeast Las Vegas areas.

"The average American is price-sensitive," says Snyder, president and chief executive officer of the company. "You want the consumer to have a choice, not only for the best price, but the best value."

Snyder believes his company offers both.

KeyOn's high-speed Internet access utilizes the company's patent-pending technology of wireless equipment and cellular-like architecture creating cost advantages as well as security and service-level enhancements for its customers.

Cost for unlimited high-speed Internet access through KeyOn is \$24.99.

"We install a small pizza box-sized antenna on the roof and connect it to the computer," says Snyder, adding that 80 percent of all Internet subscribers still use dial-up modems. "We're improving on what's out there."

# WIRELESS FOR SUCCESS

## SUMMERLIN RESIDENT LAUNCHES HIGH-SPEED INTERNET SERVICE

BY KIRK KERN

Snyder says his company's technology rates favorably to cable modem in terms of speed and security.

KeyOn's technology was recently licensed by FairPoint Communications, one of the leading providers of telecommunications services to rural communities across the country for deployment in 20 rural communities.

One of the first rural communities KeyOn is looking to offer its services in is rural Nevada.

"We're a Nevada company and thought it was important to make a commitment to serve Nevada," Snyder says. "We don't have any plans to leave here."

Snyder was born and raised in Las Vegas. He has worked in the telecommunications industry for eight years in both finance and operations. He was a member of Pacific Capital Group, a merchant banking firm focusing on telecommunications and technology investments. While at Pacific Capital Group, Snyder was part of the team that created and principally sponsored Global Crossing and was instrumental in helping to raise the \$1 billion in financing for the company's first cable system.

Prior to Global Crossing, Snyder worked at Bear, Stearns & Co. in the telecommunications group, working on financing and mergers and acquisitions. He has a bachelor's of science degree in economics from the Wharton School at the University of Pennsylvania and a Master of Business Administration from the Anderson School at the University of California, Los Angeles.

Those interested in KeyOn can access the company's Website at [www.keyon.com](http://www.keyon.com). ■