

## **The Shpigler Group Selected to Develop Powerline Telecommunications Study**

**WASHINGTON, DC, January 11, 2002** - The United Telecom Council (UTC) is pleased to announce the commissioning of a new UTC study: Powerline Telecommunications Business Case Opportunities. This study will address some options of how a business plan can be created from this technology and allow utilities to challenge the Baby Bells and compete in the local telecom services market.

"Powerline telecom is exciting for utilities, and with such an attractive opportunity on the horizon, interest in market entry is high," said UTC Associate Counsel Brett Kilbourne. "There have been great strides made in Powerline Technology in the past couple of months," he added, continuing, "Today we see promise from a number of technology developers to turn the corner and bring a viable solution to market."

UTC has commissioned The Shpigler Group, a management consulting firm specializing on developing telecom strategies for utilities, to build the business case behind PLT. This report will function as a follow-up to the Powerline Telecommunications Forum Report on Powerline Telecommunications, published by UTC earlier this year.

"Utilities now must assess the question of how PLT technology can be translated into a viable business strategy," said Beth Griffiths, UTC Director of Research. "We must look at the revenue potential and the cost equation for building out a Powerline network."

The target completion date is March 15th. More information is available on the UTC web site, [www.utc.org](http://www.utc.org). Those interested in the study should contact the UTC Research Department at 202.872.0030 or via e-mail at [research@utc.org](mailto:research@utc.org).

\*\*\*\*\*

Founded in 1948, UTC represents the telecommunications interests of electric and gas utilities, water companies, gas pipelines and other critical infrastructure entities, along with their technology partners. UTC is a global federation of direct business members and affiliated trade associations representing over 10,000 organizations serving all corners of the world and virtually every community in North America.

*The Shpigler Group is a strategy management consulting firm focused on the telecommunications and technology sector. The Shpigler Group works with utilities, municipalities, telecom service providers, and infrastructure and technology developers. For these clients, The Shpigler Group works to solve complex issues involving strategic assessment, market analysis, business case development, economic evaluation of network design, and competitive and partnership assessment. For more information about the firm, visit the company website at [www.shpigler.com](http://www.shpigler.com).*

**Media Contact:**

Vivian Shpigler  
Director of Marketing  
The Shpigler Group  
(845) 348-3181  
[vshpigler@shpigler.com](mailto:vshpigler@shpigler.com)