



Gazette Notice No. SMSE-018-10

February 25, 2011

Manager, Mobile Technology and Services
Industry Canada
300 Slater Street
Ottawa, ON K1A 0C8

Subject: Consultation on a Policy and Technical Framework for the 700 MHz Band and Aspects Related to Commercial Mobile Spectrum

On behalf of the 1,000 members of the Greater Sudbury Chamber of Commerce, I wish to express our strong support for an open, transparent and impartial mobile spectrum auction. It is our desire that through this process, all wireless providers are given the chance to purchase the proposed 700 MHz spectrum so that all communities across the country – not only those located in urban areas – are able to utilize this important next step in wireless technology.

We understand that the 700 MHz spectrum to be auctioned at the end of next year will power 4G, the next generation of mobile technology – technology that promises to deliver speeds of over 100 Mbps.

All communities across the country – including northern communities like ours – deserve access to this technology and the leading-edge devices it supports.

Access to the latest in wireless technology is crucial to helping people stay connected, providing access to education and information, and assisting local businesses and governments with productivity improvements, economic efficiency, and job creation.

Please ensure that Canadians everywhere can benefit equally by setting spectrum auction rules that do not provide special treatment to any wireless provider, let alone to those that choose to offer services only to Canadians located in the biggest cities.

Ongoing wireless expansion across the country absolutely depends on a fair and open market auction. Don't let communities like ours be left behind when the next generation of wireless technology rolls out.

I trust that the government will consider the interests of communities such as ours in establishing the rules that govern the upcoming auction for scarce 700 MHz spectrum.

Yours truly,

Debbi M Nicholson
PRESIDENT & CEO