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BellSouth®
FastAccessSM
Internet Service
- DSL Marketing Film -

VISUAL	VOICE
FADE IN:	THEME MUSIC HIGH TECH AND BUILDING.
EFX : MOTION CONTROL TIME LAPSE: Greatly accelerated shots of cars zooming up & down a <u>wide</u> Interstate, day and night, while the CAMERA BOOMS UP. CUT TO:	NARRATOR (V.O.) Remember when they likened broadband to some unimpeded super-highway down the internet?
GRIDLOCK on the expressway	So... exactly what happened?
EFX SAME, DIFFERENT ANGLE	It's getting crowded out there. And if you're going to <i>get</i> anywhere, you'd better have an alternate route. And a good sense of direction.
TIGHT on an Interstate SHIELD, traffic in BKGND: it reads: Interstate DSL	We've got it for you right here. Take the Interstate called DSL...
MOVING SHOT, down highway. EXIT SIGN READS: Fast Access	...Get off at the exit called "Fast Access." Make a right. Go straight. We'll take it from there.
FADE TO BLACK.	SFX: BASS DRUM SEQUENCE AND DRAMATIC MUSIC BUILD FOR TITLE
ANIMATE SENTENCES ACROSS SCREEN. The future of broadband is DSL. The future of DSL is BellSouth.	NARRATOR (V.O.) From the onset, let there be no question: The future of broadband is DSL. The future of DSL is BellSouth.
CUT TO:	SFX: MAIN THEME CONTINUES
MOVING DOWN TELEPHONE LINES, ARRIVING AT A BELL SOUTH LINE PERSON AT WORK ON A CONNECTION	As of today, the consensus is clear: it is DSL that will play the crucial role in the widespread use of high-speed communication.

DSL INSTALLATIONS IN HOME & BUSINESS.
CONTINUE THROUGH DIALOGUE.

CONTINUE SEQUENCE

WIPE IN TITLE SEQUENCE:

Limited Upfront Investment

Deployment Fast & Flexible

Configured for Residential and Business

MOVING ON AN OFFICE BUILDING, GOING UP
SLOWLY.

SHOT ARRIVES AT BELLSOUTH ON TOP OF
BUILDING.

SERIES OF SHOTS: BellSouth DSL in action: in-
stallations, central switching offices, remote locations
and DSL techs at work.

CONTINUE SEQUENCE

CONTINUE SEQUENCE

J.D. Power Customer Support Award

BellSouth technician fixing line.

Moving on signage of partners.

In fact, by the end of this year, DSL installations will exceed all other broadband offerings *combined*, including leased lines, frame relay, ATM, wireless, satellite, optical systems and, most notably, cable.

It is apparent that Providers looking to be a competitive force must consider provisioning themselves for DSL. The advantages of such a move begin with the technology itself:

DSL requires a limited upfront investment.

DSL deployment is fast and flexible.

Because DSL is asymmetrical, Providers have access to both residential and business customers.

And there are other, more compelling reasons – ones that may form the core of your company's decision.

SFX: MUSIC PACE CHANGE INTO BELLSOUTH SEC-
TION

BellSouth has leveraged its world-class DSL expertise into the most stable, reliable and service-oriented company in the industry.

As the leading DSL provider in the Southeast – with 73% coverage by end of 2001 – BellSouth offers the most substantial ATM infrastructure found anywhere.

For your company, it means that with growth reaching over 15 million lines by the close of the year, BellSouth is the best credentialed to help you go wider and deeper, reaching more customers in more areas.

Why such rapid growth? And why has BellSouth's growing customer base remained so dedicated?

According to our end users, it is simply the industry's best support mechanism.

Begin with the most convincing proof of all: the J.D. Power Customer Support Award – the industry's bellwether -- has been presented to BellSouth four years in a row.

Then there is BellSouth reliability, where you and your customers can count on 24/7, rock-solid monitoring and repair.

Some of the world-class partners you're hearing from today insure our network and your company stays on the cutting edge of technology.

Moving in to a computer screen as the pre-qualification process is accomplished.

SERIES OF SHOTS: Meeting with BellSouth DSL team and Provider.

Tighter shots of meeting with DSL team, going over documentation.

Continue meeting. **ANIMATE TITLE OVER:**
Industrial DSL
The Most Affordable Service

Continue meeting. **ANIMATE TITLE OVER:**
Business DSL
The Premium Service

Moving on a Neighborhood Broadband Portal.

INSERT NORTEL TESTIMONIAL (It's best if the Nortel expert talk about the technical aspects of the Network, because we follow it with how it benefits BellSouth customers.)

SERIES OF SHOTS: Moving on the physical aspects featuring equipment, technicians, blueprints.

CONTINUE SEQUENCE

Your customers can have immediate verification of their eligibility through line pre-qualification.

And a DSL-dedicated officer team assigned to your company will keep you at maximum efficiency.

BellSouth is especially flexible in its ability to serve virtually any size provider. With a wide choice of product, pricing, speed and service options, we are experts at designing a DSL solution geared to stimulate significant revenue growth for your company.

A number of plans are offered. Industrial DSL lets you deliver the most affordable service to more clients.

The Business DSL plan provides you with premium wholesale products that open new and profitable business markets.

With either plan, we can help Providers quickly scale their networks for mass deployment – BellSouth's Neighborhood Broadband Portals, for example, eliminate the need for customers to be within 18,000 feet of a central office – a major factor in eligibility.

(NORTEL TESTIMONIAL)

The implications of the Broadband Gateway cannot be overemphasized. It is a new, leading edge product from BellSouth Partner Nortel that is taking DSL utilization to new heights.

Broadband Gateway will make available multi-destination and multiple session resources.

CONTINUE SEQUENCE.

It provides Permanent Virtual Circuit (PVC) aggregation and oversubscription.

CONTINUE SEQUENCE.

It saves significant costs because fewer ATM's are required.

CONTINUE SEQUENCE.

And it opens up the way all of us handle data because of its greater bandwidth utilization.

SERIES OF SHOTS: BellSouth DSL engineers and technicians at work.

Of course, while the Gateway significantly enhances the potential of ISP's and NSP's, it is only the beginning of future enhancements and improvements from BellSouth.

CONTINUE SEQUENCE.

In the works now are:

Additional symmetrical services.

Greater loop length and speed.

Multiple PVC's per DSL line.

Vertical services, such as streaming video and voice over DSL.

And enhanced truck rolls that will better service our industrial service customers.

TIME LAPSE: NEW SHOTS OR REPRISE OF ACCELERATED CARS ON THE EXPRESSWAY.

SFX: MUSIC THEME WRAPUP SEQUENCE.

This is the superhighway called Interstate DSL. You know now that it is the future of broadband. You have your road-map. You have directions. We can help you get there in the best possible speed.

ANIMATE LOGO.

With BellSouth, it's a win-win proposition.

FADE OUT