

PRESS RELEASE



For More Information, Please Contact:

Cathy B. Horton, Esq.
Beta Strategy Group, Ltd.
Village of Chagrin Falls
440-484-2235
cathy@betagroup.us

FOR IMMEDIATE RELEASE

Maple Heights Becomes 2nd City Outside of University Circle to Utilize Latent OneCommunity Connection

Monday, September 8, 2008 - Maple Heights, OH – The City of Maple Heights, with the help of Beta Strategy Group, Ltd. (“BSG”) and the Cuyahoga County Public Library, becomes the second City to deploy a community Wi-Fi program utilizing connectivity from the OneCommunity Network. The initial engineering and deployment focus of the Maple Heights project will be to light up the Senior Center with a wireless canopy utilizing a signal from the Library. This will Internet enable anyone in the Senior Center who has a wireless device. The Center is primarily used as a social gathering area for the senior residents of the community. In addition to this, the Center is often used for City Council meetings. The new wireless internet service will vastly improve the productivity during meetings as well as provide a number of activity and computer-based training options for all those who use the Center.

This community service will be provided free to the users of the Center by the City of Maple Heights and its Economic Development Department, who have worked with BSG to plan and provide this service over the past months. “I believe that adding the connection will only enhance the programs and services that we will be able to offer. The connection will also attract younger seniors to the center.” – Linda Vopat, Human Services Director.

BSG was chosen because of its design and implementation experience in community-lead initiatives, such as Painesville and Mayfield Village wireless canopies and networks in other regions of the country, including Broward County, Florida. Over the coming months, Beta and Maple Heights will continue to work together to deploy other applications and connectivity through the Maple Heights MuniSync™ initiative. “The services that will be provided will only increase the quality of life of the residents in Maple Heights. By collaborating with the Cuyahoga County Library and the help of BSG, the City will now be able to provide new and exciting services going forward.” – Leslie Gambosi, Economic Development Director.

The MuniSync™ program is an advanced technology offering and economic development strategy developed by Beta specifically for municipalities.

For further information on this project contact: Leslie Gambosi, Maple Heights Economic Development Director lgambosi@mapleheightsohio.com; and Beta Strategy Group CEO Cathy Horton: cathy@betagroup.us.

About Beta Strategy Group

Beta Strategy Group provides the market analytics, creativity and the methodologies required to deliver successful economic development and digital inclusion results to, governments, municipalities and not-for-profits. Our innovative, economic development and inclusion strategies for municipalities have been delivered successfully to give a competitive advantage to those cities and organizations who seek to become truly connected digital communities. For more information, please visit www.betagroup.us.