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Contact: Alyson Skinner
Light My Site
212-849-2270
info@lightmysite.com

NY Tech Meetup to Debut *Light My Site*, the First Mobile App Designed to Tackle the City's Connectivity Crisis

New York, NY: On Tuesday, January 6, 2015 at 7:00 PM, the NY Tech Meetup will introduce the first free mobile app that enables commercial users, ranging across business sizes and industries, to identify and obtain optimal Internet connectivity. The *Light My Site* platform was developed with the intention to transform New York City's connectivity landscape by providing users with level set data around pricing and availability. In addition, users may opt to initiate or join a local user group as a means of enticing additional Internet service providers (ISP's) based on potential for collective service demand.

"Most users who purchase connectivity only need three points of information: available speeds, pricing, and timeframes for installation," reported Kevin Sheehan, *Light My Site* founder and CEO. "Furthermore," he added, "the fiber providers' current approach for delivering connectivity to the underequipped areas of this city involves single-customer signup, requiring each to independently absorb the build-out costs. For many small startups, this arrangement is simply a non-starter that, on a larger scale, has turned burgeoning business hubs - Brooklyn, Long Island City, the Garment District, Harlem - into connectivity wastelands."

The *Light My Site* mobile app and website, run by a team of NYC-based professionals, delivers an innovative solution by providing all of the following at **no cost** to commercial users:

- The first accurate and up-to-date database of all available ISP's and Cable Broadband providers in every commercial building throughout New York City, with real-time pricing schedules, timeframes to install and user reviews.
- A user-friendly platform for ordering connectivity at the push of a button from any mobile device – avoiding direct conversations with service providers that often drain executive-level IT personnel's invaluable time and energy.
- The ability for users to register a location that would benefit from more robust connectivity, as well as a fair estimate of their budget and desired bandwidth. Each registration is compiled into a "Collective" of other users at that location, allowing the *Light My Site* platform to run an ROI model for all participating providers for that site. Ultimately, this tool provides incentive for ISP build-out while eliminating single customer responsibility for absorbing associated costs.

Light My Site's overarching goal is to change the business of Broadband in NYC by turning it into a true "Buyers' Market." For more information, visit www.lightmysite.com or download the mobile app, available on iTunes and Google Play.