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**UNDER EMBARGO UNTIL NOON EST ON JANUARY 29, 2024**

#### DIGITALC CELEBRATES LAUNCH OF REVOLUTIONARY CITYWIDE NETWORK

Cleveland, Ohio — January 29, 2024 — In a sold-out event on January 26, 2024, DigitalC celebrated the launch of its state-of-the-art citywide network and introduced a collection of bold brand elements. This new network, powered by an innovative blend of next-generation technology known as HybridX6, is the keystone component of the organization’s PinnaCLE Connectivity Initiative, a four-year plan supported by public, private and philanthropic partners to bridge the digital divide in Cleveland - for good.

“This launch not only revolutionizes digital access and training in Cleveland but sets us on a trailblazing path to creating a digitally equitable future for all city residents,” said Joshua Edmonds, Chief Executive Officer, DigitalC. “Unleashing the power of this transformative technology blend, HybridX6, we have turned months of relentless planning and preparation into reality. Right now, Cleveland residents are tapping into unrivaled internet connectivity for just \$18 a month.”

To strategically position the organization for future success, DigitalC has launched an array of initiatives, including new and refreshed programs, brand elements, and more:

- **Hyperlink Event Series:** Events ranging from co-working day parties to open mic comedy and poetry nights; these are dynamic activations designed to engage and attract customers. These events foster community, education, and enjoyment, welcoming everyone into DigitalC’s headquarters at the MidTown Tech Hive.
- **Hive Cafe:** A vibrant culinary hotspot at the MidTown Tech Hive, is operated by renowned Chef Stacey Stoudemire. The cafe serves as a bustling social hub where creativity and community are set within the innovative atmosphere.
- **Click:** DigitalC’s tailored training program, designed to enhance the digital skills of Cleveland residents. Offering a range of courses and workshops, Click empowers individuals with the knowledge and tools needed for success in today’s digital world, fostering technical skill development and digital literacy across the community.
- **New Brand Assets:** A series of exciting brand elements at the press conference, including an innovative new logo, a preview of our user-centric, redesigned website, and the introduction of the brand mascot, C-REX, a symbol of strength, agility, and progress.
- **Activewear Line in Collaboration with CHVD JUSTIN:** A dynamic collaboration between DigitalC and the Cleveland-based fashion designer CHVD JUSTIN. This exclusive collection is crafted for those who embrace both an active lifestyle and the digital age, offering sleek, modern designs that make a statement in both functionality and fashion.

- **Canopy:** Superior internet service providing Cleveland residents with high-speed connectivity, offering a seamless, and superior, online experience with minimum 100/100 Mbps speeds for just \$18 a month.
- **HybridX6:** Signifies the innovative coupling of technologies employed to power the network. It represents a cutting-edge network infrastructure that is the foundation of all related initiatives, harnessing the most advanced technologies in next-generation fixed wireless access. This sophisticated network architecture guarantees unmatched reliability and speed, establishing a new benchmark in internet connectivity.

Additionally, DigitalC celebrated this launch by presenting the first 150 guests with a limited edition commemorative challenge coin, symbolizing their participation in this groundbreaking moment. The evening also featured a toast, led by DigitalC's team, inviting all in attendance to join the mission.

DigitalC has deployed the first two sites of the citywide network in the Glenville and Fairfax neighborhoods, connecting over 200 households to-date. The team is expected to construct the entire network, which will span all of Cleveland, within 18 months. This is the first network of its kind in a major city in the United States. Residents interested in experiencing this revolutionary connectivity can subscribe to service or join the waitlist at [www.digitalc.org](http://www.digitalc.org).

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## **About DigitalC**

DigitalC, headquartered at the MidTown Tech Hive in Cleveland's Hough neighborhood, has evolved from its initial focus on digital skills training in 2015 into a dynamic technology social enterprise. With a mission to bridge the digital divide - for good, DigitalC is dedicated to creating a bold and equitable digital future for all Cleveland residents. Learn more about our journey at [digitalc.org](http://digitalc.org).

For more information about this initiative, please contact:

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