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## Next Generation Orders Up On-Demand Bandwidth

By Karen Brown 7/13/2006 3:52:00 PM

Next Generation Broadband came up with a new product that will allow cable broadband-data subscribers to buy high-speed-Internet access time on a per-usage basis.

The new Pay As You Go Broadband system monitors broadband sessions, tracks customer time usage, notifies the customer when the high-speed time-usage limit is nearly up and lets them pay to “top up” their bank of broadband minutes. It does so via network-based software that can be installed and brought online in a cable network in as little as three months.

The idea behind the service offering is to provide consumers still clinging to dialup Internet service a lower-cost broadband alternative that charges them only for actual usage, according to Tiffany Norwood, NGB’s executive vice president.

“Significantly, the Pay As You Go Broadband system customers will require much lower operational overhead, since all aspects of the service are automatically handled by the Pay As You Go Broadband system, including automation of service activation and account management,” she added.