Choose SRT Fiber Internet this Earth Day

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Fiber: The Friendliest Internet for Your Community and Planet

SRT Fiber is the most advanced technology you can choose for your Internet connection, able to handle your online activity like no other technology before. But did you know it's also the most sustainable choice you can make for your home or business?

True to our 75-year History of Innovation, SRT replaced old copper cable with high-performing fiber optics throughout our service area. More than a service provider, SRT cares about your community. Our fiber internet not only works better than any other option; it's actually better for your home, your town, and our earth!

Big on Speed, Small on Carbon Footprint

Fiber internet, known for its high speeds and capacity, is also a champion of environmental friendliness. The core of this technology uses light to transmit data, which is more energy-efficient than the electrical data transmission used in traditional copper wires of broadband. This efficiency stems from the reduced energy loss in fiber-optic cables, ensuring that data travels longer distances with minimal degradation.

Less Hungry for Energy

A key factor distinguishing fiber internet in its environmental impact is its significantly lower energy consumption. Studies indicate that fiber-optic networks consume up to 70% less

energy than conventional copper networks. This substantial reduction is attributed to the efficiency of data transmission and the minimal heat generation by fiber cables, which in turn lowers the need for cooling systems, a major consumer of energy in data centers and network infrastructures.

Longer Lasting, More Durable

Fiber optic internet uses glass fibers capable of transmitting data at speeds up to roughly two-thirds the speed of light. Unlike traditional copper cables, fiber optics maintain signal strength over long distances, ensuring consistent performance. Fiber's more durable physical composition means it consumes fewer resources and generates less waste. Fiber is also less susceptible to weather and electromagnetic interference, making it more reliable and less prone to frequent repairs or replacements. Other key features of fiber optic internet include symmetrical download and upload speeds, high bandwidth to meet high demand, and future-proof infrastructure that can take on additional data demands and technological advances.

Key to Smart Rural Communities

As a Smart Rural Community (SRC) provider designated by NTCA—The Rural Broadband Association, SRT delivers cutting-edge, high-speed fiber so our members can live rich lives in their own communities. Our SRT Fiber internet supports smart initiatives that help communities, large and small, leverage technology for efficient use of their local energy and resources. We are committed to promoting innovative economic development and other important services, and fiber is central to that commitment.

SRT Fiber delivers green, smart service that creates a productive and sustainable environment, whether you're in your living room, office, school, or the great outdoors! Happy Earth Day.