Federal Communications Commission  
In the matter of framework for broadband service  
**Date 6/18/10**

iCall, Inc. is an innovative modern communications company providing VoIP services, E911 services, wholesale telecommunications and advertising supported telecommunications.

Our services rely almost exclusively on the public internet in order to deliver telephone calls from VoIP devices to the PSTN and vice-versa.

iCall provide a combination of VoIP only, VoIP/PSTN and Emergency E-911 services to retirement homes, doctor’s offices, apartment communities, school’s, religious organizations, startup businesses and individual consumers alike. As well, iCall has begun the process of preparing to support and provide enhancements for unprivileged/non-emergency military communications in cooperation with a major military sub-contractor.

Every single call placed to or from our network regardless of the urgency of the call is at some point utilizing the end user’s home or business public Internet connection.

Our reliance on the infrastructure of the public internet means that should any ISP choose to throttle, traffic shape, or re-route traffic destined for or originating from our network, that communications of tax-paying United States citizens and military personnel INCLUDING EMERGENCY 911 CALLS could potentially be blocked, dropped, or reduced in quality to unusable levels.

The existence of the public Internet has encouraged innovation in telecommunication service that has benefitted consumers in many ways and created new technologies that otherwise would not have been developed.

Should private broadband providers remain unregulated, their private interests will surely trump the public’s interest in unhindered broadband connectivity.

We support the proposed investigation and encourage the commission to continue investigating and proposing policy that will continue to encourage innovation in telecommunications.

Sincerely,

Arlo C. Gilbert, CEO and Founder  
iCall, Inc.