

April 5, 2016

ATTN: Heather Hamp  
California State Assembly  
Assembly Utilities and Commerce Committee  
State Capitol, Room 5136  
Sacramento, California 95814

**RE: ACT | The App Association support of Assembly Bill No. 2395**

ACT | The App Association writes to provide input to the Assembly Utilities and Commerce Committee on Assembly Bill No. 2395 to communicate its support for the bill and to urge the bill's advancement in the Committee and its passage as soon as practicable.

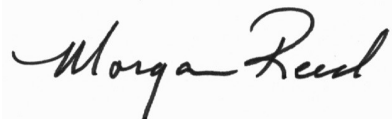
ACT | The App Association represents more than 5,000 app companies and technology firms that create the apps used on mobile devices around the globe. As the world has quickly embraced mobile technology, our member companies have been creating innovative solutions across modalities and segments of the economy. Apps are widely used across California's demographics and have made countless consumers comfortable with fitness wearables, smart light bulbs, and connected refrigerators. This increasingly Internet protocol (IP)-enabled world is commonly referred to as the Internet of Things (IoT).

The true power of IoT comes from the actionable insights gathered by sensors embedded in every connected device and the use data collected by them. The IoT will provide immeasurable improvements in quality of life and efficiency through decision-making based on data analytics and is projected to be worth more than \$947 billion by 2019. However, legacy networks cannot offer sufficient connectivity, putting the apps that enable the IoT out of reach, particularly for communities that need them the most.

Assembly Bill No. 2395 provides telephone corporations in California with a path to transitioning to IP-enabled services and networks that would include needed consumer education efforts along with mechanisms for procedural fairness. These transitions will provide broadband access to many Californians, granting access to the world of apps and the IoT enabled by them. This will particularly benefit California's most disadvantaged populations.

In conclusion, ACT | The App Association supports Assembly Bill No. 2395 and urges its passage by the Assembly. ACT | The App Association looks forward to the opportunity to meet with you to discuss these issues, and Assembly Bill No. 2395's path forward, in more depth. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Morgan Reed". The signature is written in a cursive style and is placed on a light gray rectangular background.

Morgan Reed  
Executive Director  
ACT | The App Association