



Starry Announces Plans to Expand Affordable Broadband Access to Detroit with Microsoft

Starry Internet plans to expand its ultra-low-cost access program, Starry Connect, across four under-connected Detroit zip codes with Microsoft.

Boston, Mass., (June 8, 2021) -- [Starry, Inc.](#), a wideband hybrid fiber licensed gigabit wireless internet service provider, today announced an agreement with Microsoft, as part of their Airband Initiative, to provide high-quality, affordable broadband in under-connected communities in Detroit, Michigan. This partnership builds on an existing collaboration between the two companies and focuses on accelerating adoption of high-quality, affordable broadband in under-connected and income insecure communities. Recent data shows that nearly 40% of Detroit residents,¹ including nearly 70% of all Detroit public school students,² do not have a broadband connection at home with cost being a significant barrier to adoption. Starry's expansion to Detroit will bring meaningful competition and an affordable broadband option to communities that have had few choices for internet service providers.

The Starry and Microsoft partnership centers around expanding Starry's ultra-low-cost digital equity program, [Starry Connect](#), to households in zip codes identified as having low levels of broadband adoption among Black and African American residents. Today, Starry Connect focuses primarily on bringing high-quality, affordable broadband service to public and affordable housing communities. When this partnership launches in Detroit, it will extend the reach of Starry Connect beyond affordable housing communities to all serviceable households in these zip codes and help increase overall broadband adoption across these neighborhoods. Work on deploying Starry's network in Detroit will commence in 2022.

"Home broadband access is essential to daily life. And yet, millions of Americans continue to go without it due to high costs. We think that's unacceptable," **said Virginia Lam Abrams, Senior Vice President of Government Affairs & Strategic Advancement for Starry.** "We created Starry Connect to get broadband access to families who have been written off or left behind by traditional incumbent providers. By working with Microsoft, we can super-charge our impact in cities like Detroit, by being laser-focused on neighborhoods that are underserved by incumbents and as a result are grossly under-connected to the digital tools they need to thrive."

¹ <https://datadrivendetroit.org/blog/2019/10/17/a-city-offline-bridging-detroits-digital-divide/>

² <https://www.urbanlab.umich.edu/project/mapping-detroits-digital-divide/>

“Too many Detroiters, particularly ethnic and racial minorities, lack access to an affordable, high speed internet connection, leaving them cut off from participating in today’s digital economy,” **said Vickie Robinson, General Manager, Microsoft Airband Initiative.** “Our work with Starry will help bring under-connected communities across Detroit affordable access to the necessities and opportunities of the digital world.”

Last fall, Starry and Microsoft first accelerated the availability of Starry’s ultra-low-cost broadband access program, [Starry Connect](#), in public housing communities in Los Angeles, including four Housing Authority of the City of Los Angeles (HACLA) communities in Watts and Central-Alameda, connecting more than 1,000 households. A similar pilot to connect three public housing communities in New York City will launch this summer.

Starry Connect provides up to 30 Mbps symmetrical service with no data caps, no long-term contracts, no extra fees and all equipment, installation and customer care included for \$15 per month. Importantly, the Starry Connect program does not require credit checks or other eligibility criteria for households to participate. Starry partners directly with public and affordable housing owners to provide blanket eligibility for residents across qualified apartment communities. Starry Internet is currently available in New York City, Boston, Washington, DC, Los Angeles, and Denver, with an expansion roadmap that will cover more than 40 million U.S. households. To learn more about Starry or to join our team and help us build a better internet, visit: [starry.com](#).

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ABOUT STARRY, INC.

At Starry, Inc., we believe the future is built on connectivity and that connecting people and communities to high-speed, broadband internet should be simple and affordable. Using our innovative, wideband hybrid-fiber fixed wireless technology, Starry is deploying gigabit-capable broadband to the home without bundles, data caps, or long-term contracts. Starry is a different kind of internet service provider. We’re building a platform for the future by putting our customers first, protecting their privacy, ensuring access to an open and neutral net, and putting the customer experience at the heart of everything we do. Headquartered in Boston and backed by world-class investors, Starry is currently available in Boston, New York, Los Angeles, Washington, DC and Denver and is expanding to Columbus, Ohio and nationwide. To learn more about Starry or to join our team and help us build a better internet, visit: <https://starry.com>.

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