



PENTELEDATA'S CUSTOMER NEWSLETTER

## PARTNER IN BUSINESS Vinart Dealerships

The Vinart family of dealerships is located on the Lehigh Street Auto Mile in Emmaus, PA, just outside of Allentown, PA. The group includes Lehigh Valley Acura, Lehigh Valley Honda, Lehigh Valley Hyundai, Lehigh Valley Certified Used Cars, Vinart Pre-Owned and the Vinart Body Shop.

Like most businesses, Vinart has become extremely reliant on the Internet for their daily activities. From the manufacturers they represent, their banks, insurance companies and the state of Pennsylvania, almost every transaction uses data services. In fact, for customers who need service to their vehicles, Vinart offers a comfortable and spacious customer waiting lounge that includes Wi-Fi Internet.

Whether it's car sales, the collision repair center, or vehicle maintenance, Vinart's business is built on their 25+ years of service and a solid reputation. It's no surprise that the same would be important to them when choosing an Internet and data provider. This factor, combined with their long-standing sales and service relationship with PenTeleData made us an obvious choice.

At Vinart, virtually everyone has a computer and phone line. They have hundreds of desktop and laptop computers, for everyone from the accounting office to salespeople and technicians in the shop. Andrew W. Wright, Vice President of Vinart, explains the example of vehicle diagnostics, where Internet access is essential, "Cars are complex machines with onboard computers and loads of data. That data is used to diagnose problems and

create fixes. Our data networks are needed to convey loads of data to centralized diagnostic centers that all of the car manufacturers maintain. Certain situations require their guidance, so it is critical that we get them the data they need quickly and accurately."

Like most, Vinart's use of technology started out small and eventually built up a large, fragmented system. Wright comments, "When we started getting serious about streamlining our deployment of technology, we knew that we needed a strong data services provider to help us tie it all together. PenTeleData jumped in and filled that void for us and we are now firing on all cylinders."

He adds, "The whole package works great. Support is terrific. We really feel like our business is appreciated as well which is always nice to know."

In regards to reliability, he mentions, "PenTeleData services are very reliable. We had one email outage since we have been a customer and it was dealt with swiftly. What more can we ask for? That's pretty strong."

At PenTeleData, we're engineering the technology and network that helps business grow. With about 200 employees at Vinart who use our services, the future is sure to bring new opportunities. Wright shares, "The Internet is driving almost everything we do and the stuff that isn't being driven currently, will be soon. It's only a matter of time. We live in a digitally connected world so it's a natural progression of things. In the next ten years, I envision more and more of the car shopping and ownership experience taking place online. Currently, about 85% of people in the market for a car use the Internet at some point. Therefore we need to make more information about our products and services available online. It's all about time. For most people, the only thing more valuable than money is time, so we need to do all that we can to help people save time and a good process, utilizing technology, is the best way to do that."

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# Letter from our GM

Dear Valued Customers,

Welcome to our winter edition of the PTD Chat. Technology is always evolving, so we have a lot of important information to share with you including super Wi-Fi along with its potential uses, what it means to be in the cloud, and what is being done about IP addresses to ensure we have enough for everything from new smart-phones to Internet enabled cars.

Thank you for choosing PenTeleData. We wish you a happy, healthy and prosperous New Year.

Sincerely,

John H. Williams  
General Manager -- PenTeleData

## UPCOMING EVENTS

March 9 & 10, 2011

### Greater Pocono Chamber of Commerce Expo

March 10th - 2:30 pm - 7 pm

March 11th - Noon - 7 pm

Koehler Fieldhouse

East Stroudsburg University

## SUPER WI-FI

**THE NAME SOUNDS LIKE SOMETHING GREAT. IT MAY EVEN REMIND YOU OF A SUPER HERO. SUPER WI-FI IS A VERY POWERFUL NETWORK AND HAS EXTRAORDINARY POTENTIAL. IT'S A NEW PLATFORM OF INNOVATION WITH MANY POSSIBILITIES.**

In September, the Federal Communications Commission voted to open the "white space" between TV channels. When cable TV stations switched from analog to digital signals in June 2009, they left behind an unused spectrum – the unused "white spaces" between the TV channels, spectrum that companies like Microsoft and Google wanted to use

for mobile broadband. Instead, the National Association of Broadcasters (NAB) argued that it could disrupt RV signals and wireless microphone transmission. The new rules walk the line between expanding current Wi-Fi service and preventing disruption of existing TV signals. This possibility of "Wi-Fi on steroids" could spark a technological revolution in the United States. Using low frequencies, the spectrum will allow signals to travel further, through walls, barriers, buildings, trees and other terrain to transfer more information.

This forward-looking change will optimize spectrum allocation by capitalizing on evolving technologies. Companies will develop new applications to develop the white space networks, which is also an opportunity for American companies to participate in innovation and perhaps even provide Internet service where it is currently unavailable.

In March 2005, PenTeleData was one of the first to offer Wi-Fi Hot Spots as a free feature to broadband customers. With the potential to provide service to a small downtown area, perhaps Super Wi-Fi will allow new opportunities for our company and our customers.

## HAVE YOU SEEN OUR NEW TELEVISION COMMERCIAL?

When you think of PenTeleData, you probably know us primarily for our connections. With one of the largest privately owned fiber optic networks in the nation, we also offer web design, network security, managed hosting services and many other services, it's no surprise that there are many roles and responsibilities that go into our daily functions. Our staff consists of many types of people, each with varied talents, different personalities, and unique interests, all working toward one common goal.

Our newest commercial was created with this in mind. Each of us is working together to bring better, faster and more reliable data connections to the community. To learn more, view the "I am" tv spot on our commercial website, [www.penteledata.net](http://www.penteledata.net).

We are  
 PenTeleData

## Are We Running Out of IP ADDRESSES?

CUSTOMER CONTEST

JANUARY 2011

PenTeleData is giving one lucky winner a Family 4-Pack of tubing passes to Blue Mt. Ski area in Palmerton, PA or Camelback Ski area in Tannersville, PA.

### How to play:

Rack your brain and figure out the answer to this brain teaser below.

Then send us an e-mail with your full name, address, day-time telephone number (where we can contact you), and the answer to the brain teaser below, to [chat@corp.ptd.net](mailto:chat@corp.ptd.net). All entries must be received by 1/31/11.

**Good Luck!**  
**PenTeleData**

### Brain Teaser:

**If it takes two men 4 hours to dig one hole, how long does it take them to dig half a hole?**

### It's true.

Almost 4 billion sequences later, the Internet is almost out of IPv4 addresses. When the system was designed in the 1970s, few people could have predicted how the Internet would take off and how many IP addresses would be needed. From laptops and game consoles to smartphones and cars, the number of Internet connections has risen considerably. There's just one thing - no one seems to know for sure when the IPv4 numbers will run out. The estimate has changed many times over the last decade and even as the end is approaching, the final deadline is unknown.

The replacement system, IPv6, is available and ready to go with trillions more addresses. Our current system for assigning IP addresses, which look like a series of four numbers with periods between them, can only handle 32 bits of data. IPv6 will

each hold 128 bits of information. Researchers have been working on IPv6 for more than a decade, but adoption has been slow.

Why the caution instead of just converting to IPv6? Well, the answer is somewhat complicated. There are two categories of providers: content and eyeballs. Essentially, content providers are those who provide the information on websites. The eyeballs are the people who view it (in this case it's us, since our customers are the ones online). Both need to make the change to IPv6, but until recently, neither was making the first move.

PenTeleData is considering a variety of solutions with the goal of making the transition as seamless as possible. You can expect to start hearing updates about our plans for the conversion within the next few months.

## PENTELEDATA IS CONVERTING TO A NEW E-MAIL PLATFORM!

**A FEW PENTELEDATA EMPLOYEES HAVE BEEN WORKING ON A VERY IMPORTANT PROJECT – PLANNING A CONVERSION TO A NEW E-MAIL PLATFORM. THIS WILL MEAN A LOT OF COOL NEW FEATURES FOR CUSTOMERS UTILIZING WEBMAIL INCLUDING AN AUTO-LEARNING SYSTEM THAT DIFFERENTIATES SPAM FROM OTHER EMAIL PLUS ADVANCED COMPATIBILITY WITH EXISTING DESKTOP EMAIL CLIENTS.**

While similar to Microsoft Outlook, other advantages the new system offers include group calendars, contact management and collaboration all allowing for group scheduling, fast searches, archiving, noted free and busy times, easily shared files, documents, folders, and more. Plans are to offer more mobility with both desktop sync and mobile sync to an iPhone, Blackberry Smartphone or any mobile web browser.

**For more information, visit our homepage at [www.ptd.net](http://www.ptd.net).**

## WOULD YOU LIKE TO CHECK YOUR E-MAIL FROM ANY PC?

**PenTeleData Webmail is available anytime, anywhere, from any PC with Internet access.**

It's easy – just visit [www.ptd.net](http://www.ptd.net). On the right side of the page, under the heading of "Customer Tools", there is a green box labeled "My PenTeleData Webmail". Click on the box and a new browser window will open. Simply enter your user name and password and you're set! While you're on vacation or simply waiting for an important response, your

e-mail will be ready. E-mails that you have opened from your mailbox at home or work will not be included, so don't forget to close your e-mail client while you're away. (Although this can be changed in the Webmail account settings.)

If you have any questions regarding My PenTeleData Webmail, call our Technical Support at 1.800.281.3564, visit our Live Chat at [www.ptd.net](http://www.ptd.net) or e-mail your questions to [support@corp.ptd.net](mailto:support@corp.ptd.net).

## OCTOBER 2010 CONTEST WINNER!

**Congratulations to Barbara Pulver of Troy, PA.**

**Barbara is the winner of a Family 4-Pack of tubing passes to Ski Sawmill in Morris, PA.**

QUESTION: What is the next letter: W I T N .. ?

ANSWER: "L"

## Are You in the Cloud?

**IF YOU USE A WEB-BASED E-MAIL SERVICE, ONLINE PHOTO SHARING OR IF YOU SHARE IDEAS ON FORUMS AND DISCUSSION NETWORKS, YOU ARE CLOUD COMPUTING. CLOUD COMPUTING IS DATA STORAGE AND APPLICATIONS THAT ARE KEPT SOMEWHERE OTHER THAN YOUR COMPUTER. THIS ALLOWS ACCESS TO CURRENT DATA AND SOFTWARE THAT IS STORED VIA VIRTUAL SERVERS OR COMPUTERS, POSSIBLY IN ANOTHER PART OF THE WORLD.**

The concept can be compared to the rollout of grid-based electricity. When implemented over a century ago, businesses and consumers no longer needed to produce their own power. Instead, they could plug into a huge network. With cloud computing, users connect to services and applications anytime as they are needed.

### Examples of cloud computing include:

- > SaaS stands for "Software as a Service." Rather than relying on desktop software or traditional servers, some software is hosted by a third party and available via the cloud. Examples include Google Apps and Zoho Office.
- > Web-based e-mail services
- > Online photo sharing
- > Forums and discussion networks
- > Social networking (Facebook, MySpace, Classmates, etc.)
- > Storage services
- > Spam Filtering
- > Managed Security Services
- > Virtual Hosting (For example, a company can have an e-mail address of anyone@mycompany.com that is actually a PenTeleData address. It is stored on PenTeleData servers, so we are the 'cloud!')

Most of us don't give much thought to where in the world such files and services exist, just that they are available when we want them. Cloud computing provides the benefit of anytime access to data, added capabilities, increased capacity, and free software that is kept up to date.

Few would argue that the benefits of cloud computing are great and should be embraced with open enthusiasm. Like anything though, some approach the concept with hesitant distrust. Not knowing where data is stored brings up privacy and security concerns. If the data is not backed up and goes missing, who is responsible? Others believe that it's marketing hype. The concern is that people would become trapped into using proprietary systems. Another question is how the software or data becomes available if the computer is working, but the broadband Internet connection is experiencing an outage.

One thing is for sure. Cloud computing is the next stage of the Internet's evolution. Since it eliminates many of the constraints from the traditional computing environment, including space, time and cost, the cloud has changed how each of us uses technology.

## FUN FACTS

The longest muscle in the human body is the sartorius. This narrow muscle of the thigh passes obliquely across the front of the thigh and helps rotate the leg to the position assumed in sitting cross-legged. Its name is a derivation of the adjective "sartorial," a reference to what was the traditional cross-legged position of tailors (or "sartors") at work.

The early eating bars of chocolate were made of bittersweet chocolate. Milk chocolate was introduced in 1875 when Henry Nestle, a maker of evaporated milk and Daniel Peter, a chocolate maker, got together and invented milk chocolate, which today is preferred by 80% of the world's population.

In Japan, the dragonfly symbolizes good luck, courage and manliness. Japanese warriors often wore the dragonfly emblem in battle.

The celebration of the New Year is the oldest of all holidays. It was first observed in ancient Babylon about 4,000 years ago. In the years around 2000 B.C., Babylonians celebrated the beginning of a new year on what is now March 25, although they themselves had no written calendar.

Father's Day is the holiday on which there are the greatest number of collect calls made in the United States.

On October 17, 1949, Northwest Airlines became the first airlines in the United States to serve alcoholic beverages in flight.

James Madison, 5 feet, 4 inches tall, was the shortest president of the United States. Abraham Lincoln was the tallest at 6 feet, 4 inches.

You can identify a grizzly bear's mark by the sign of five claws. A black bear will lacerate a tree trunk with four claws.

We are  
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