



PENTELEDATA'S CUSTOMER NEWSLETTER

PARTNER IN BUSINESS

University Ridge Apartments

University Ridge Apartments are located just northeast of the campus of East Stroudsburg University. It is a relatively new student housing community that was built and designed with the convenience and comfort of East Stroudsburg University students in mind. With a vast array of amenities and the freedom of living off-campus, one check covers everything, including the utility and cable bills. From the game room and fitness center to a big-screen TV room, cyber lounge and an entertainment pavilion, the management has included almost everything a college student could want, including Internet access.

In 1990, Capstone Development Corporation was formed to focus on developing and managing off-campus apartment communities specifically designed for college students. A few years later, they expanded that focus to provide both the development and management services. When building University Ridge Apartments, the construction of the buildings required Internet access in every bedroom and the living room. Since it would be used by multiple tenants, the ability to isolate and identify security concerns was of utmost importance.

A customized PenTeleData Multi-Tenant EtherPoint solution met those concerns. An Internet feed from our redundant, Tier 1-connected backbone, with premium bandwidth from multiple well-known providers. This ensures connectivity inconsistencies do not occur, resulting in a fast and dependable Internet experience. A demarcation point terminates at the ports on the switches located in specified wiring closets. It is then distributed to tenants via Ethernet or wireless 802.11 technology and authentication is required for

access to the network. Since we use technology to accommodate users on a per MAC address basis a gaming console, network printer and other devices can enjoy the same connectivity as a PC.

As is customary with all of our dedicated commercial services, our round-the-clock Network Control Center maintains 24 hours a day, 7 days a week monitoring of Multi-Tenant EtherPoint Service.

Network usage is continually monitored, and in the unlikely event services are reaching their threshold, bandwidth can be easily increased. That's probably why, when asked about our reliability, Jeff Kirkpatrick, Director of University Affiliated Housing at University Ridge Apartments replied, "The Internet in our apartments rarely is disrupted. It is usually smooth, fast and perfect for our needs and the needs of our students." He adds, "Our Commercial Account Representative from PenTeleData has been a great ally in the fight against slow, mediocre and irrelevant Internet. She works hard to keep us happy and we appreciate her to no end."

More than 550 people in the apartment building use the Internet services, including employees and college students, so keeping up with technology is pivotal. Kirkpatrick adds, "Knowing how much PenTeleData cares about the Ridge gives us peace of mind that they would be there to assist in any way they can."

At PenTeleData, we're proud to work with University Ridge Apartments. As the future of technology evolves, we'll continue working hard to make sure that our Multi-Gbps Network provides the trusted services they want and need.



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We are
PenTeleData.

Letter from our GM

Dear Valued Customers,

Welcome to the summer edition of the PTD Chat, PenTeleData's quarterly newsletter.

One topic that we can't seem to stress enough is Internet security. No matter how many e-mails, newsletters and other warnings we send out, too many of our customers fall victim to online criminals. Please remember that PenTeleData will never ask our customers for personal information in an e-mail. Please take time to read our "Protect Yourself with Knowledge" article. Some simple precautions could save you from identity theft.

There's a lot more to share too, including our Partner in Business feature on the front page, some information about our dedicated connections, details about our new commercial website and our broadband and fire-wall packages for business.

With the warm weather here, look for us at your local fairs, trade shows and sporting events. When you see the PenTeleData name, stop by to say hello – we're always glad to meet our customers!

Have a great summer. We'll *Chat* again in the fall.

Sincerely,

John H. Williams
General Manager -- PenTeleData

UPCOMING EVENTS

July 5-9, 2011

Walnutport Carnival

July 5th & July 7th: 7PM-11PM
July 6th, 8th & 9th: 6PM-11PM
Walnutport Playground

August 5-14, 2011

Musikfest

August 5th, 5PM -11PM
August 6th-14th, 12PM – 11PM
Downtown Historic Bethlehem
Bethlehem, Pa.

August 10-14, 2011

Carbon County Fair

3PM-11PM
Carbon County Fairgrounds
Palmerton, Pa.

August 28-September 3, 2011

West End Fair

Sun., Wed., Sat.,
10 AM-11PM
Mon., Tues., Thurs., Fri.,
Noon- 11PM
Gilbert, Pa.

August 30-September 5, 2011

The Great Allentown Fair

Tues., 4 PM - 11 PM
Wed. - Sun., 1 PM - 11 PM
Mon., 1PM-10PM
Allentown Fairgrounds,
Allentown, Pa.

WHO CAN HOST A PENTELEDATA UNLEASHED HOT SPOT?

When the PenTeleData Field Technicians go out to install an Unleashed Hot Spot, they work hard to make it easy for the business owner. We provide and install the necessary equipment, including the cable modem, access point and any necessary cabling to enable wireless Internet access from within the Hot Spot. We also provide all customer access control, customer service, billing (if applicable), monitoring, maintenance and technical support related to the Hot Spot. We even send a banner, signs and customer brochures.

Who is entitled to this kind of VIP treatment? How do we choose our Hot Spot locations? What obligations must the locations fulfill?

First and foremost, the company must be a PenTeleData or partner commercial customer. The business must provide a service that allows access to the public – somewhere that our customers can visit for an extended period of time. Examples include restaurants and large outdoor areas. The Wi-Fi services are intended for the location's customers, not to be resold or used for business purposes. They must provide space for PenTeleData provided signs, banners and brochures in mutually agreeable locations.

Interested business owners can visit our website:
<http://www.ptdunleashed.com/hostahotspot.shtml>.

There is an option at the bottom of this page: "Click here to request Hot Spot information." This will take you to the online form that must be completed for every potential Wi-Fi location.

THIS IS A BENEFIT FOR OUR HIGH SPEED CUSTOMERS. ONLY OUR BROADBAND CUSTOMERS RECEIVE IT FOR FREE. IF YOUR BUSINESS WOULD LIKE A SERVICE THAT ALLOWS FREE ACCESS FOR ALL CUSTOMERS, PLEASE CONTACT OUR COMPUTER PATROL AT 1.877.610.9090.



We are
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Browser Wars: Who Will Win Your Desktop?

CUSTOMER CONTEST

JULY 2011

PenTeleData is giving one lucky winner a Family 4-Pack of ride tickets to Knoebels Amusement Resort in Elysburg, Pa.

(Admission into the park is Free. Each pack of tickets is worth \$10. Must be used in the 2011 season)

How to play:

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

Then send us an e-mail with your full name, address, daytime telephone number (where we can contact you), and the answer to the brain teaser below, to chat@corp.ptd.net. All entries must be received by 7/31/11.

Good Luck!
PenTeleData

Brain Teaser:

If a plane crashes on the border of the US and Canada, where do you bury the survivors?

Google's Chrome 10, Microsoft Internet Explorer 9, Mozilla Firefox 4, even others – they're all trying their best to earn your desktop. Perhaps you've never even given it any thought, and just use whatever browser was on your computer when it was purchased. So how should you choose?

First and foremost, whatever browser you choose should be up-to-date. The newest versions, as mentioned above, are equipped with the latest technology and features to simplify, speed-up, and boost your Internet experience. More importantly, anything old is a security risk. Here are some factors to consider:

SECURITY - The best browsers protect against pop-ups, viruses and phishing. They should also allow you to clear personal information, including your search history. Some even offer a "do not track" option for users to block websites from gathering information.

FEATURES - With a goal of faster and easier Internet, browsers offer features like integrated search engines, tabbed browsing and thumbnail previews. Find out which ones have the benefits most useful to you.

SPEED - The speed of your computer and Internet connection are the primary factors when it comes to how fast you get information, but your browser also determines how quickly a page will open and whether it will open correctly. Things to compare include startup times and how the browser processes HTML and JavaScript.

SUPPORT - Does the browser you choose offer support through e-mail, FAQs, tutorials or phone? Although many browsers are free, it's helpful to have customer support if a problem does arise.

COMPATIBILITY - Your browser must work well with your operating system. For example, Windows Internet Explorer 9 does not work with some older versions of Windows, but Firefox 4 does.

IF YOU WOULD LIKE A WINDOWS 7 OPERATING SYSTEM, CONSIDER COMPUTER PATROL "THE STORE" LOCATED AT 528 DELAWARE AVENUE IN PALMERTON. CALL 610.826.9090 OR VISIT www.cpthestore.com

IF YOU ARE A BUSINESS OWNER WHO ALREADY HAS HIGH-SPEED BROADBAND CABLE MODEM INTERNET FROM PENTELEDATA, HOW ABOUT A FIREWALL AND WI-FI FOR YOUR OFFICE TOO?

A firewall protects your network by implementing a security layer that prevents unauthorized access. A wireless network provides access for multiple computers to use the Internet, while saving on expensive wiring costs. Your employees can easily perform automated back-ups, access each other's files, share printers and share Internet access. With a wireless network, an infrastructure does not need to be buried in the ground or hidden behind a wall or ceiling. Instead, it can move and change with the speed that your organization changes.

For more information, please call us at 1.800.281.3564.

Is Your WAN Faster Than Your LAN?

It can be if you have Gig EtherNet from PenTeleData!

If you are reading this, then you most likely use the Internet (whether you have an Internet connection at home, work or both). Using a wireless signal or physical connection, you connect your computer, router, modem, printer, etc. to work together. This is a Local Area Network (LAN).

WANs link LANs together. A Wide Area Network (WAN) is a large communications network, made up of LANs and other networks. WANs encompass a wide geographic area and are structured and operated quite differently than a LAN. The communication links cross

over a long distance, specifically from an organization's LAN to the Internet.

Typically, a LAN is faster than a WAN because of the distance that data must travel. Dedicated Ethernet services from PenTeleData change that. EtherPoint is a custom-tailored PenTeleData product designed for fast-growing businesses that need to move information between locations at the speed of light. It's a committed Internet Circuit that is cost effective, flexible, reliable, scalable and fast (speeds up to 1 Gbps).

To learn more about EtherPoint, visit our commercial website at www.penteledata.net/1Gig.

APRIL 2011 CONTEST WINNER!

Congratulations to Gary Hochrein of Mount Bethel, PA.

Gary was the winner of a Family 4-Pack of tickets to see the Lehigh Valley IronPigs vs. Gwinnett Braves on 5/21/11.

QUESTION: I die half of my life and live the rest. I dance without music. I breathe without breath. What am I?

ANSWER: a tree

Protect Yourself with Knowledge

JUST A COUPLE MONTHS AGO, YOU MAY HAVE SEEN AN E-MAIL FROM PENTELEDATA ABOUT AN IMPORTANT CUSTOMER ALERT. JUST IN CASE YOU DIDN'T, AND EVEN IF YOU DID, IT'S IMPORTANT ENOUGH TO MENTION AGAIN. HERE IT IS:

Although malicious websites and e-mail scams have been around for quite some time, some tactics that criminals use have become more believable than ever. It is VERY IMPORTANT to protect your computer and your personal information, such as user names, passwords, social security numbers and account numbers.

Phishing e-mails are sent by criminals who hope to use your information for their own gain. Sophisticated hackers use company logos (including ours) by stealing them from the owner's websites. They also hijack vulnerable websites as temporary areas to gather stolen information.

Please remember that **PENTELEDATA WILL NEVER ASK OUR CUSTOMERS FOR PERSONAL INFORMATION IN AN E-MAIL.** In fact, no matter who you are dealing with (your bank, utility providers etc.) you should **NEVER EVER, for any reason, include personal or financial details like account numbers, login names, passwords, or social security numbers in an e-mail.** In addition, unless a hyperlink is clearly written or stated do not click the link in the e-mail. In other words, if no address is listed but rather a click here option, do not open the link. Also, if you are not 100% familiar with any address given in any e-mail, do not open the link.

To learn more about phishing attempts, what they are and how to protect yourself and your computer, please visit our PenTeleData security tips section at http://www.ptd.net/security_tips

Anytime you receive an e-mail announcement from PenTeleData, it will also be posted on our website so that you can verify its authenticity. Visit the [ptd.net](http://www.ptd.net) website and look in our news section, under e-mail announcements. To access the site directly, visit <http://www.ptd.net/announcements>

If you think you could never be fooled by online criminals, take this online quiz by SonicWALL®: <http://www.sonicwall.com/furl/phishing/> You'll be surprised how easily you can be tricked, but more importantly, at the end of the quiz you'll learn more about what clues may help determine the validity of a message.

Although it wasn't part of the original e-mail to our customers, another concern is the use of wireless home networks. It is very important that wireless networks are secure, or you risk access from strangers. Your wireless connection should be password protected. In addition, turn on WEP (wired equivalency privacy) or WPA (Wi-Fi protected access) on all of your devices, including your router, your media center, and your wireless gaming systems. Keep your software and web browser current by using automatic updates. Also, make sure that your firewall is turned on and that you are using current antivirus and antispyware software from a trusted source.

WE'VE REDESIGNED OUR COMMERCIAL WEBSITE!

Check out www.penteledata.net for our new look and interactive features, including a live chat feature and the option to request a call back. In addition, a new industry news section explains current events as they pertain to our company.

FUN FACTS

The diameter of the star Betelgeuse is more than a quarter the size of our entire solar system.

About 43 million years ago, the Pacific plate took a northwest turn, creating a bend where new upheavals initiated the Hawaiian Ridge. Major islands formed included Kauai, 5.1 million years old, Maui, 1.3 million years old, and Hawaii, a youngster at only 800,000 years old.

Hostess Cupcakes and Twinkies are Interstate Brands Corp.'s two most popular snack items. Every year, Americans gobble half a billion of each.

Many children occasionally walk in their sleep. Sleepwalking is ordinarily a phase in the growing-up process. Because parts of the child's brain are immature, dreams can be stimulating enough to cause a youngster to take a nocturnal stroll. About 25 percent of all children have one or more sleepwalking episodes between the ages of 7 and 12, according to sleep researchers.

The Mexican fishing spider will attach itself to a small leaf and float across a pond as if on a raft. From this vantage point, it hunts its prey of large tadpoles and small fish.

A cat uses its whiskers to determine if a space is too small to squeeze through. The whiskers act as feelers or antennae, helping the animal to judge the precise width of any passage.

St. Patrick was not Irish. He was British, probably Welsh, and never saw Ireland until kidnapped by Irish raiders. After his escape, he became a priest and a bishop and returned to Ireland as a missionary. His success made him a patron saint of Ireland.

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