

PTD CHAT

PENTELEDATA'S CUSTOMER NEWSLETTER

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FUN FACTS

First Commonwealth Federal Credit Union

First Commonwealth is the largest credit union in the Lehigh Valley, with over \$550 million in assets, nearly 50,000 members and six branches. They offer the same financial services found at a traditional bank, but with better rates and lower fees. That's because they're structured differently. They are member-owned and not-for-profit. Instead of earning money for stockholders, they return profits to their member-owners (account holders) in the form of higher dividends on savings, lower rates on loans and lower fees. First Commonwealth was originally chartered in 1959 to serve the employees of Western Electric in Allentown. Today, they serve nearly 700 employer groups – ranging from large corporations to very small businesses. Their full-service menu includes everything from checking accounts and debit cards to mortgages, online banking and bill pay.

When asked about why First Commonwealth has chosen PenTeleData to provide their data connections, Stephen P. Drosnock, Chief Technology Officer, explained, "PenTeleData is locally owned and operated. They have a reputation for reliability and great service. They were the only company who could provide a complete fiber network to all six of our locations across the Lehigh Valley. We replaced point to point T-1s with a fully meshed MPLS network. Their MPLS is our primary connection for our branch network. With this one implementation we more than doubled our bandwidth, built in redundancy, and added an Internet access point. PenTeleData's services reduced latency between branches and provided us with the ability to operate our hot site for disaster recovery without any issues."

At the time of this writing, First Commonwealth was planning some exciting changes to



begin this summer. An upgrade to their data processing system will allow them to better serve their customers, with fully integrated accounts and streamlined processes. The more advanced technology will help to serve their members quickly and efficiently with options such as mobile banking, redesigned statements, account alerts via text messaging, and a customized landing page for account log-in.

There's no doubt that with all of the services offered by First Commonwealth, they need a data provider with a history of being trustworthy. At PenTeleData, we strive for excellence in technology. It's our network that sets us apart. Mr. Drosnock shared, "PenTeleData's service has been very reliable. We have been very pleased with their performance in this area. We do not see errors on the networking we used to see on the T-1s. We always get the bandwidth we need and expect. The added bandwidth actually improved the performance of our applications, which in turn reduced support calls to us. In the rare instance when we have to report an issue, their Network Control Center was already aware of the problem and has always been able to give us a detailed status of the situation."

In both the financial and communications industries, use of new technologies is essential. It's a commitment that both First Commonwealth Federal Credit Union and PenTeleData share and a partnership that is almost certain to see continued growth and expansion in the years to come.

EVENTS

July 9-13, 2013

Walnutport Carnival
6PM-11PM
Walnutport Playgrounds
Walnutport, Pa.

August 2-11, 2013

Musikfest
August 2nd, 5PM-11PM
August 3rd -11th, 12PM-11PM
Downtown Historic Bethlehem
Bethlehem, Pa.

August 6-10, 2013

Carbon County Fair
Tues. - Fri., 3PM-11PM
Sat., Noon-11PM
Carbon County Fairgrounds
Palmerton, Pa.

August 25-31, 2013

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

August 27- September 2, 2013

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



Letter from our GM

Dear Valued Customer,

Welcome to the summer edition of the *PTD Chat*, our quarterly newsletter. As always, we have plenty to share. In addition to our regular updates, I'd like to point out the "Industry News" section of our website (www.penteledata.net/industrynews). With constant advancements in our line of business, it's the perfect place to share some interesting topics with our customers. In fact, at the time of this writing, we are working on an article to add. It's about a quantum network that has been secretly running for two years and has the potential to make truly secure Internet connections a reality. Since PenTeleData spends a great deal of time, money and effort on educating our customers about the potential downfalls of sharing too much information or getting malware or a virus, I'm hopeful for the future possibilities that such a technology could allow.

There's another way to stay current on what's happening at PenTeleData too. If you haven't already, "Like Us" on Facebook at www.facebook.com/PenTeleData or "Follow Us" on Twitter at www.Twitter.com/PenTeleData. You'll learn some great tips and have the opportunity to win some fun prizes!

Thank you for making PenTeleData your recommended source of fiber. We'll *Chat* again in the fall.

Sincerely,

John H. Williams
General Manager, PenTeleData

FLASHBACK JUST 25 YEARS AGO... IT'S ALL BECAUSE OF OUR FIBER!

DEPENDING ON YOUR AGE, YOU MAY REMEMBER THE 1980'S—WHO HAD A CELL PHONE AND IF YOU DID IT WAS THE SIZE OF A FOOTBALL...WHO WANTED TO TALK ON THE PHONE IN THEIR CAR ANYWAY? INTERNET—WHAT WAS THAT? WHAT ABOUT OVER 200-300 DIGITAL CABLE CHANNEL CHOICES? VIDEO ON DEMAND REQUIRED A TRIP TO THE VIDEO STORE AND HIGH DEFINITION MEANT SITTING ON THE FLOOR A FEW FEET IN FRONT OF YOUR TELEVISION SET.

Cable has come a long way, not only since the 1980s, but also from our humble beginnings in the late 1940s and at PenTeleData, we work hard to continue the pioneering traditions that began with John Walson of Service Electric and Claude Reinhard of Blue Ridge Communications. They were the first to place antennas atop the mountains to improve television reception and bring cable television to valley cities. Since then, there have been many advances in the telecommunications industry. PenTeleData and our partners have always been at the forefront of those emerging technologies.

The PenTeleData partnership began in 1994 with the purpose of providing affordable Broadband Internet access and with the vision of a network that could carry services for tomorrow, and strategically planned accordingly. *This meant designing, building and implementing over 9,000 miles of fiber optic cabling that helps interconnect cell towers for today's largest providers, connects the largest area Health networks, allows for secure online banking plus hundreds of digital TV channels, high definition services including local news & sports programming, Video On Demand (VOD), Digital Video Recorder (DVR), Broadband Internet access up to 50 Plus Mbps, digital telephone and so much more!*

That partnership continues today, and includes Service Electric Cable TV and Communications, Service Electric Cablevision, Service Electric Broadband Cable, Ironton Telephone and Blue Ridge Communications. Not only has the Internet become more than any of us could imagine, but as we mentioned so many other services have advanced as well. What will the next 25 years look like---stay tuned!

TECH TIP:

IF YOUR CABLE MODEM OR DSL SERVICE STOPS WORKING, SOMETIMES THE EASIEST FIX IS TO RESET THE MODEM!

It might save you some aggravation and a telephone call to us. Here's what to do:

1. Turn your computer off, disconnect the power from your router (if applicable), then disconnect the power from the back of the modem.
2. Wait approximately 2 minutes.
3. Reconnect the power to the back of the modem.
4. Your modem's LEDs should begin to flash as the modem connects. Within a few minutes the modem should be online.
5. After the modem is online, plug in the power to your router (if applicable), and then turn on your computer. After Windows has reached the desktop, try browsing several websites.
6. If you are still unable to access the Internet, please visit www.ptd.net/rebootmodem for additional instructions or call us at 1.800.281.3564 for Technical Support.

CONTEST

JULY 2013:

PenTeleData is giving one lucky winner a \$100 Amazon Gift Card.

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 7/31/13.

Good Luck!
PenTeleData

Brain Teaser:

If the wind blows only from the north, where must I be on planet earth?

DO YOU HEAR THE SONIC BOOM?

WE DO! DEPENDING ON WHERE YOUR BUSINESS IS LOCATED, YOU CAN ENJOY **DOCSIS 3.0** PACKAGES FOR BUSINESS, INCLUDING **25 Mbps/3 Mbps (OUR SONIC SPEED)**, **35 Mbps/3 Mbps (IT'S SUPER SONIC)**, **50 Mbps/5 Mbps (HYPER SONIC)**. **DOCSIS (DATA OVER CABLE SERVICES INTERFACE SPECIFICATION)** REFERS TO AN INTERNATIONAL TELECOMMUNICATIONS STANDARD THAT ALLOWS CABLE TELEVISION OPERATORS TO ADD HIGHER SPEEDS AND ADDITIONAL OPTIONS TO THEIR EXISTING FIBER-COAXIAL INFRASTRUCTURE.

So what does this mean to you? Well, if you would like fast reliable Broadband for your business transactions, **DOCSIS 3.0 is a great option.**

Commercial DOCSIS 3.0 Broadband accounts receive:

- > One Static IP address (additional blocks of routed IPs are available)
- > Internet Connectivity to our Multi-Gbps MPLS Network with Intelligent Routing
- > 10 e-mailboxes
- > Free Domain Name Registration (Domain name changes are the responsibility of the customer)
- > Primary and Secondary DNS (For included Domain Name)
- > Usenet Newsgroup Access 10 GB transfer per month
- > PenTeleData supplied cable modem-bridge
- > Free Unleashed Wi-Fi Hot Spot Access

For business, call us at 1.800.281.3564 or visit our website at www.penteledata.net/sonic.



FUN FACTS

Scientists discover approximately 7,000 to 10,000 new insect species every year – and it is believed that there are between 1 million and 10 million species yet unfound.

The odds against hitting the jackpot on a slot machine are 889 to 1.

On a clear day, you can see five states from atop the Empire State Building in New York City: New York, New Jersey, Connecticut, Massachusetts, and Pennsylvania.

The daughters of a mother who is colorblind and a father who has normal vision will have normal vision. The sons will be colorblind, however.

The bouillon cube was once a common snack food in early America. Beef or veal stock was boiled down until it reached a hard jelly texture. The hard cakes didn't spoil, and trappers and hunters nibbled on them when tramping along on long journeys during the 1700s.

Mother-of-pearl is not always white. It can be pink, blue, purple, gray, or even green. Nor is it produced only by the pearl oyster. The abalone and the pearl mussel both have shells that are lined with fine-quality mother-of-pearl.

New Zealand has an estimated population of 3,500,000, which is nearly a million less than the much smaller U.S. state of Arizona, with a 1997 estimated population of 4,595,000.

In high school, Brad Pitt, Mia Farrow, Dennis Hopper, Art Linkletter, Eleanor McGovern, Richard Nixon, David Susskind, and John Wayne were on their school's debate team.

APRIL 2013 CONTEST WINNER!

**Congratulations to David Kearney of Macungie, Pa.
David was the winner of a \$50 Amazon Gift Card.**

QUESTION: Until you speak I'll not be heard. I then respond to your every word.

ANSWER: Echo

OUR NEW RESIDENTIAL WEBSITE FEATURES SOME VERY FRIENDLY FACES!

Who better to put on our webpage than the voices our customers hear when they call? How about the people who keep our network up and running? It takes many talents and abilities to make PenTeleData the area's recommended source of fiber, so we've included some of our friendly faces and the blue, green and yellow colors from our fiber theme on our **newly redesigned residential website, www.ptd.net**. It's definitely customer friendly, with several new and enhanced features, including:

- > A new customer education section, with important topics such as how to identify a phishing e-mail, online privacy tips, information about password security, an explanation of malware, how to choose a web browser, choosing virus protection software, information about avoiding spam, compromised e-mails, emergency preparedness, and social engineering. This link in the main area above the news and is also linked under our "News" tab.
- > We've kept the existing search engine options plus our own site search that allows up to 50 characters per search. Now linked in our customers tools area.
- > We've included some pictures of our own employees, so you have a friendly face to go with the voice if you need to call us...we're your neighbors, friends and family.
- > We added a new slider box to choose between services for your home, for your business, or on the go with our FREE Unleashed Wi-Fi Hot Spots. You can also view our latest company commercial that tells you more about our state of the art fiber optic network.
- > Our customer support tab is now titled Help Desk to reflect our commitment to serving you with online resources that include a speed test, a network status feature, how to setup your laptop to use our Unleashed Wi-Fi, how to reboot your high speed Broadband modem and much more.
- > We intentionally kept our resourceful 'Customer Tools' area on the right side of the page, just as it's been in the past, for ease of transition with all your favorite links including PenTeleData Web-mail, our Live Support Chat and account management links. We also added more noticeable links to our Facebook and Twitter pages located in our new 'Customer Connections' section, so you can get additional information, customer education tips, and our contest opportunities.
- > In line with keeping customer education at the top of our priorities, we've added an Industry News section that will include currently relevant feature articles.
- > We've kept our Associated Press Wire newsfeed, but with a much improved, larger video. You'll get Today's Breaking News in categories such as Technology, Local (organized by county), Off-beat, United States, International, Business, Entertainment, & Sports News plus Sports Scores with current standings and Stock Quotes.
- > We've kept the link to Amazon.com for the best price, selection and convenience on all your on-line shopping needs and WeatherBug's seven day customizable forecast.

