



PTD CHAT

APRIL 2016

PENTELEDATA'S
CUSTOMER NEWS

Partner in Business

Liquid Interactive

Liquid Interactive was established 10 years ago in 2006, but their true start goes back over 20 years to when founder and President Jim Ludlow was working on supply chain management and quality improvement programs. He found that the core solution to most of the problems he was working to solve was digital communication of information, and it became evident to him that everything was going to switch over to digital. Jim made it his life's work and invested heavily to help enterprises with their eventual digital migration. This digital dedication and focus on staying ahead of technology and industry trends is what characterizes Liquid as a business.

Their core business always has been, and continues to be, the use of the latest digital technologies to establish brand presence, grow brand awareness, and allow companies to reach more of their audience through the power of social media and video. Their website development solutions continue to be the anchor by which clients establish their digital presence and use as a launching pad for every other integrated marketing solution that they provide.

They started out with just three employees in 2006, and today, 10 years later, employ 48 full-time employees. Their creative thinkers, marketers, technologists and customer experience teams guide clients through very complicated projects with ease and trust. They tend to be a first mover into new digital arenas, embracing technology and continuously introducing new service offerings to keep their clients ahead of the curve.

What made this forward-thinking company choose PenTeleData? According to Laura Pruitt, Marketing and PR Manager at Liquid Interactive, "Liquid chose PenTeleData, out of the many available broadband providers, because they have a better, more cost effective solution, for internet connectivity than their competitors have. PenTeleData is integral to our business. Our business is to provide online and digital marketing solutions to a broad range of industries and consumer brands. All of our client communications and cloud services that run our business rely on the connectivity PenTeleData provides."

No doubt, reliability is of utmost importance to everyone at Liquid. When asked about the dependability of the service they receive, Chief Technology Officer Lawrence Wolfe added, "Over the past two years, PenTeleData has been virtually flawless with their fiber services. The fiber network and on premise connectivity work as advertised. Whenever there was an issue, PenTeleData has always been quick to respond."

"In 2014 Liquid moved their headquarters to a new location in the Lehigh Valley. A core part of being able to do business without interruption was to seamlessly migrate our connectivity from our old location.



The move to our new office had to happen quickly, with minimal client disruption and PenTeleData kept pace with our needs."

Similar to Liquid's plans to recalibrate and invest to serve the long term needs of their clients, PenTeleData's Next-Gen Network is also prepared for future advancements. The PenTeleData partnership has invested more than \$300 million in fiber optic infrastructure with nearly 10,000 miles of fiber optic cabling that serves existing customers in all facets of life from their homes to business, including banking, healthcare, education, government, retail sales, and the wireless industry. From fully redundant connections to peering with large national content providers, we make sure that connections are always available and backed by the support of our 24/7 Network Control Center. Our fiber optic based Next Generation Network offers less signal degradation, easier performance upgrades to their network, greater speeds, DDoS Mitigation, Quality of Service, Optical Wave Services, IPv6, and Layer 2 VPNs.



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Manager's Desk...

Dear Valued Customers,

Welcome to the spring edition of our PTD Chat. This is the time of year when we look forward to warmer weather and renewed growth. Here at PenTeleData, we are feeling the same way about our NextGen Network. We can now help businesses grow with Optical Wave Services in the Lehigh Valley, Milford, Hawley and Mount Pocono areas. Services will soon expand north to Wilkes-Barre and south to Ephrata.

Optical Wave Services allow us the capability to carve out a wavelength of light just for your business. With fiber optics, pulses of light are sent from one side of our network to the other but typically they pass through several routers along the way. With optical wavelength service that data transfer (pulses of light) will not pass additional routers which would slow it down. PenTeleData will create express lanes for those business customers who require it through our network for the most important sectors of our economy to connect your business – literally at the Speed of Light! For example, an MRI at one medical facility can be sent fast and direct through the network to another campus with no pit stops for immediate review and diagnosis. Think of it like a direct airline flight to anywhere you wish minus any connecting flights or stops!

As always, we're available 24/7 to answer your questions and concerns at 1.800.281.3564 or via our online chat support on our homepage.

Thank you for your business and continued support.

Best regards,
Jaime Mendes, V.P. of Operations, PenTeleData

Can You Feel the Excitement?

It's Baseball season!

PenTeleData, Ironton Telephone and Service Electric Cable TV and Communications are Proud to Support the Lehigh Valley IronPigs, Triple-A Affiliate of the Philadelphia Phillies!

Service Electric is the Official Exclusive Communications Provider, an honor that has made the pioneering company continue with their tradition of firsts. In 2008, the Lehigh Valley IronPigs became the first minor league baseball team to have its entire 72-game home schedule televised live. All IronPigs home games now air on a four-station network created with Service Electric Cable TV, Inc. In addition to the games airing on SECTV (TV2), the telecasts are carried live on Service Electric Cablevision, Blue Ridge Communications and WYLN35. The network airs each home game to more than 900,000 households in Eastern Pennsylvania and Western new Jersey. All games on the IronPigs TV feature a 15-minute pre-game show and a post-game show.

PenTeleData is the Official Internet Provider. We also sponsor the Party Porches, located at both 1st and 3rd bases. But, that's not all. When the long anticipated construction began on Coca-Cola Park, everything from phones to Internet, media, staffing and contractors had to be carefully coordinated. Howard Scharf, Assistant General Manager, explains why the IronPigs chose PenTeleData to be part of the process, "After looking at several providers, none had the practical and/or start up experience and span of knowledge that was presented by PenTeleData. We had an established relationship with Service Electric, and selected Ironton Telephone for voice services, so the next logical piece was to integrate data and Internet with their partner company,

PenTeleData. The communication and cooperation between all three organizations was awesome and certainly made the installation and integration very smooth."

The PenTeleData relationship with the IronPigs is an on-going growing partnership. Using PenTeleData's Suite Connect, Coca-Cola Park's network design supports many diverse technology requirements. The design incorporates three distinct networks: a staff network, a point of sale network for credit card purchases and a public network for the players and visitors – all with security and reliability in mind.

What is a PenTeleData Unleashed Hot Spot?

The basic set-up is simple, an access point, a power supply and a cable modem.

Still, there's a lot of history behind PenTeleData Unleashed Hot Spots. We began planning for these new "Wi-Fi Hot Spots" in 2004. By early 2005, we introduced Unleashed Wi-Fi Hot Spot Access as a free feature of our broadband service. To the best of our knowledge, we were the first company to offer this service at no charge to our customers.

Today, Unleashed locations remain a FREE "on the go" option for all PenTeleData partner broadband customers. Best of all, it's easy to use.

First, just visit an Unleashed Hot Spot location. Then, once you're there, you'll need to associate your device with our SSID (Unleashed-PublicNet-PenTeleData). Open any website on your Wi-Fi capable device and you'll be directed to the PenTeleData Unleashed login page. You should see the PenTeleData Unleashed login page in place of your normal Internet home page. If this does not happen, enter the following URL into your browser's address bar: <http://www.ptd.net> (If the login page does not load, please click the 'refresh' button in your web browser.)

Understanding...

Data Usage

Data isn't free. If it was, all data providers would offer an unlimited plan. In fact, there was a time when some cellular providers did promote and encourage unlimited data usage. That didn't last very long. After all, consumers started using IP based services for everything from streaming music, watching movies and video, gaming, social networking, paying bills and browsing websites. Greater network capacities equate to higher costs to the network provider. Communication providers realized that it wasn't economically feasible to continue those offerings.

The average PenTeleData user used about 15 GB per month in 2009. Fast forward to the present. The current average user uses 151 GB per month. Most households are consistently increasing their data consumption. So how much data is enough? We offer some resources to help. The first is a usage calculator at www.penteledata.net/calculator, designed to show the varying totals based on activity. Another is our data Frequently Asked Questions page at www.penteledata.net/datafaq.

Here are some examples:

- Web Surfing – .018 GB (average per hour)
- Emailing – .00001 GB (average per email without attachments)
- Social Networking – .05 GB (average per hour)
- Streaming Video – .75 GB (average per hour standard definition video)
- Streaming Video – 2 GB (average per hour high definition video)
- Streaming Music – .006 GB (average per hour 4 minute songs)
- Uploading/Downloading Photos – .005 GB (average per photo)
- Video Chatting – .34 GB (average per hour)
- Online Gaming – .02 GB (average per hour)

Disclaimer: Data calculations are only an estimate. Actual data usage will vary.

Contest

APRIL 2016:

PenTeleData is giving one lucky winner a family 4-pack of tickets to a Lehigh Valley IronPigs vs. Toledo MudHens game on May 19th at 7:05 PM at the Coca-Cola Park Stadium, Allentown.

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 4/30/16.

Good Luck! PenTeleData

Brain Teaser:

What has a foot but no legs?



Some of our most popular Unleashed locations include Sacred Heart Hospital, Subway, Cherry's Sunset Family Restaurant, Cabrera's Pizzeria & Restaurant, Camelback/CamelBeach Ski Resort, Carbon County Workforce Training, Carbon County Courthouse, Front Street Station, Lantern Inn/Macaluso's and Penn's Peak. You can find a listing of them all at www.ptdunleashed.com.

Unleashed Fast Fact: PenTeleData Unleashed Hotspots received over 118,000 logins in 2015. 78.3% were logins from our customers. Customers without a PenTeleData account were able to utilize our day pass option.

540 Delaware Avenue | PO Box 197
Palmerton, PA 18071

www.penteledata.net | www.ptd.net | 1.800.281.3564



What is PenTeleData Webmail and How Can It Benefit You?

PenTeleData Webmail is available anytime, anywhere, from any PC with Internet access. That means that you can check your PenTeleData email from any Internet capable device. While you are on vacation or simply waiting for an important response, your email will be available anytime you are ready to check it.

It's easy – just visit www.ptd.net. On the right side of the page, choose "My Webmail". Click on the box and a new browser window will open. Simply enter your user name and password and you're set! Emails that you have opened from your e-mail at home or work will not be included, so don't forget to close your email client while you're away. (This can be changed in the Webmail account settings, but you will also need to configure your email client to use IMAP.)

Utilizing PenTeleData Webmail in place of other mail clients is beneficial in several ways. Here's why:

- > Access from any computer with Internet and your folders, sent mail, contacts, and calendar will be synchronized.
- > All mail that is identified as Junk will automatically go into a Junk folder and be deleted after 30 days. In fact, we've recently changed our system so none of that junk mail is going to your Outlook, Live, MacMail or phone (if using POP). It only goes into Webmail. (With this in mind, remember to periodically check webmail's junk folder.)
- > Trash is automatically deleted after 30 days.
- > At PenTeleData, we are very proactive about keeping our customers safe from vulnerabilities. No provider can stop all malware and phishing attempts, but we definitely work behind the scenes to do as much as we can. (There were 56% less compromised email accounts in 2015 than 2014!)

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 or e-mail your questions to support@corp.ptd.net.

Webmail Fast Fact: In 2015, PenTeleData Webmail received over 264,000 unique sign-ins per month!

Fun Facts

The Star-Spangled Banner's particular shade of red shows up in 14.3 percent of all national flags, making it the second most common color after white. And the dark blue of the American flag's canton is also shared by 13 other nations.

Officially titled the M9A1 Rocket Launcher, it was called bazooka after a crude horn of that name used by radio comedian Bob Burns. The bazooka was developed chiefly for attacking tanks and fortified positions at short range.

Vanilla comes from orchids of the genus Vanilla. While the major species of vanilla orchids are now grown around the world, they originally came from Mesoamerica, including parts of modern day Mexico and Guatemala. The vanilla orchid is a vine-like plant that grows up trees.

When an apple is cut (or bruised), oxygen is introduced into the injured plant tissue. When oxygen is present in cells, polyphenol oxidase (PPO) enzymes in the chloroplasts rapidly oxidize phenolic compounds naturally present in the apple tissues to o-quinones, colorless precursors to brown-colored secondary products.

When Adding a Second "PS" at the End of a Letter, It's "PPS", Not "PSS" This, of course, is because "PS" stands for "postscript". This comes from the Latin "post scriptum" (sometimes written "postscriptum"), which translates to "written after", or more to the point, "what comes after..."

WINNER

January 2016 Contest Winner

Congratulations to Tammy Cornelius of Delaware Water Gap, Pa.

Tammy was the winner of a Family 4-Pack of tickets to see Penn State vs. Michigan Wolverines.

QUESTION: What do snowmen eat for breakfast? ANSWER: Snowflakes