

PTD CHAT

JULY 2017

PENTELEDATA'S
CUSTOMER NEWS

Partner in Business

City Center Investment Corporation

City Center Investment Corporation (CCIC) is a visionary real estate development and management company dedicated to revitalizing downtown Allentown, Pennsylvania, into one of America's most vibrant urban communities. The company's major mixed-use development, City Center Lehigh Valley, is transforming downtown Allentown into the region's hub for business, culture and metropolitan living. CCIC launched in 2011 and is led by a highly successful, award-winning team of innovative national developers and real estate sales and marketing executives. This dynamic group has experience creating and managing award-winning lifestyle communities, garden apartments, urban spaces and revitalized historic high-rise properties.

In 2016, US News & World Report included Allentown in its "Best Places to Live" report, and the Urban Land Institute's publication Reaching for the Future: Creative Finance for Smaller Communities profiled the city as a case study in successful, innovative urban revitalization. Allentown is a city on the move, and City Center Lehigh Valley is at the heart of the action. The development envelops the new PPL Center arena at Seventh and Hamilton streets and blends the best new and existing properties to create an exciting place to live, work and play. City Center includes three Class A office towers, the Renaissance

Allentown Hotel, more than 200 STRATA Flats and The Shops at City Center along with upscale restaurant space and a co-working space called Velocity. City Center's current development projects include Tower 6, a 145,000-square-foot Class A office building with first-floor retail on Hamilton Street, which is currently being leased, and Five City Center, a huge mixed-use complex covering an entire block of Hamilton Street.



How does this involve PenTeleData? One of downtown Allentown's first revitalization projects was the PPL Center, a state-of-the-art multipurpose arena. The arena seats more than 10,000 for concerts and more than 8,500 for Lehigh Valley Phantoms professional hockey games, making it the region's largest events venue. The arena, which is the main catalyst to the revitalization and growth downtown, also offers trade shows, figure skating events, youth sports, high school and collegiate events and much more.

PenTeleData is the Official Internet Provider for the Phantoms. In addition, our I.T. Services Team works behind the scenes to make sure that the Phantoms can focus on winning. Along with designing and implementing the core data network and equipment for the PPL Center, we provide the dedicated data and Internet service via our robust fiber optic network for the corporate networks of the Phantoms Hockey organization (including the arena and all food and beverage operations). This includes more than 200 wired and wireless POS terminals (including additional support for Chickie's and Pete's Crab House and Sports Bar), more than 250 VOIP phones, wired and wireless connectivity for their ticketing

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 PenTeleData.

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Manager's Desk...

Dear Valued Customers,

Welcome to the summer edition of our PTD Chat. There are several important topics in this newsletter, but perhaps the one that most affects all of our customers is privacy. Please know that PenTeleData does NOT sell or share your data-browsing history to any third party. You'll also want to read about how Internet-connected assistants, such as Amazon Echo, Google Home, and others can collect information from your household. Knowing more about the details they may gather can help you plan and use them according to your level of comfort.

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,
Vice-President of Operations, PenTeleData

City Center Continued

system, security cameras, building automation and environmental controls, maintenance for public wireless connectivity, Internet access for the team locker rooms and performer needs, general connectivity for media operations, and a Microsoft virtual server environment in a redundant failover cluster for windows domain services and backup functions.

That was only the beginning of the revitalization of downtown Allentown and of PenTeleData's involvement. CCIC has been using our services since the inception of their projects at City Center Lehigh Valley. When asked about our network's reliability, William Billowitch, Controller for CCIC, explained, "We have yet to run into a problem with reliability and issues at our properties. Things have gone smoothly and quickly. We appreciate the customer service and care we receive when working with PenTeleData. We are a growing company with many projects on the horizon and we will continue to use their service."

CCIC's corporate offices are located Two City Center, so they use a dedicated Ethernet connection from PenTeleData for their everyday functions. This may include property management, sales, purchasing, accounting, communication, inventory tracking and more. They also use and offer services from PenTeleData and our partner, Service Electric Cable TV and Communications, to the tenants in all of their buildings.

In April, developer J.B. Reilly, CCIC President, spoke at an Allentown Chamber of Commerce luncheon at the Renaissance Allentown Hotel. He shared, "When we started in 2011, 9,000 people worked downtown. When Tower 6 is finished in 2018, City Center expects the number to rise to 16,000. By 2022, the goal is to have 22,000 employees working downtown." The area he mentioned is defined as a 10-square block area between Fifth and 12th streets, and Linden and Walnut streets.

PenTeleData is proud to participate in Allentown's growth. Many respected businesses who use



PenTeleData services have established offices in downtown Allentown, including Lehigh Valley Health Network, Air Products, Lehigh Carbon Community College and several others. PenTeleData has more than \$300 million invested in nearly 10,000 miles of fiber optic infrastructure. Our fully redundant NextGen Network has more than 60 Points of Presence throughout Pennsylvania and New Jersey delivering Voice, Video, Data and Internet services. Our Next Generation Network is the way of the future, with less signal degradation, easier performance upgrades, greater speeds, DDoS mitigation, Quality of Service, optical wave services, IPv6, and Layer 2 VPNs. We're locally owned and operated, so we make decisions faster and support our customers better. In short, we care about the businesses and communities we serve.

A Winning Team: The Lehigh Valley IronPigs and PenTeleData I.T. Services

It takes more than just a good team of ball players to make a team and stadium successful. It also takes dedicated fans, a good staff, and a good I.T. Team (that's where PenTeleData comes in to play). On game day, network reliability is one of the most important factors.

PenTeleData I.T. Services make sure that all hardware and software is ready for business. This includes internal communications, ticketing, financial reporting and the day-to-day functioning of the point-of-sale terminals, wireless scanners, ticket printers, and computer and server configurations. Of course, making sure that transactions are secure becomes part of that responsibility too.

To learn more about how PenTeleData I.T. Services can help your business, visit us at www.penteledata.net/IT.

Important News Regarding Internet Privacy

The current presidential administration recently signed a resolution that repealed protections requiring Internet service providers to get permission before collecting and sharing their customers' data. The previous administration and the Federal Communications Commission had already approved the protections, but they had not yet gone into effect. Internet Providers would have been required to notify customers about the types of information collected and shared. Opponents of the privacy rules argued that they would place an undue burden on broadband providers while allowing large companies like Facebook, Google and others to collect user data without asking permission.

What does this mean to for PenTeleData and our customers? Nothing changes. PenTeleData has never sold and does not sell customer-browsing data to third parties.

We have updated both our commercial and residential AUPs (Acceptable Use Policies) to include this information. They are available at www.ptd.net/policies.

Contest

July 2017:

PenTeleData is giving one lucky winner a family 4-pack of tickets to CamelBeach Waterpark, or tickets to CBK Outdoor Adventures in Tannersville, PA.

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 7/31/17.

Good Luck! PenTeleData

Brain Teaser:

A man leaves home and turns left three times, only to return home facing two men wearing masks. Who are those two men?

540 Delaware Avenue | PO Box 197
Palmerton, PA 18071

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

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How will Internet-Connected Personal Assistants Change Privacy in Our Homes?

Maybe you received one as a gift. Maybe you've seen the commercial or the comical video of the boy whose requests were misunderstood by the device. One thing's for sure, these latest voice-controlled smart appliances are quite impressive. They can play music, control lights, and answer questions with nothing but your voice. In fact, they can even be told to order groceries or a pizza. (Quite possibly, a busy mom's dream.)

But, are these little helpers too good to be true? That depends on your views about privacy. Here's what we know about devices such as Amazon Echo and Google Home (as published at www.sandiegounion-tribune.com/news/science/sd-me-echo-home-20170105-story.html):

- They both work in a similar manner. They constantly listen for a trigger phrase. Once activated, they record a voice query and upload it to the cloud for an appropriate response to return.
- Each boasts a roster of unique features to entice shoppers. The \$130 Google Home can sync with any device that supports Google Cast, like Android smartphones and Chromecasts. The \$180 Echo relies on Bluetooth, which makes it more compatible with smart home devices and wearables.
- Differences aside, both share one major downside: privacy. Both Alexa and the Google Voice Assistant are constantly listening to everyone within microphone range for input by default. That core function broaches a series of privacy concerns:
- The microphones are always listening unless physically muted.
- The voice assistants cannot differentiate between different people.
- The devices upload recordings and store them on cloud servers.
- Data collected from recordings and subsequent analyses is used to provide a customized experience and, in all likelihood, targeted advertising.
- The device's location is used to give more accurate searches and, again, targeted advertisements.
- Data may be shared with third parties and this may be unknown to the user.
- All of the data passed between an Echo or Home and its corresponding servers is encrypted, so security is not so much an issue. A hacker won't be able to decipher any intercepted communication.

The larger concern is privacy, rather than security. Voice assistants are subject to unforeseen vulnerabilities. Using them means trust in the Amazon, Google and any third-party developers that create the integrated apps and companies that could potentially gather your data. It also means that you must trust your family members and visitors who could also access your device. Ultimately, voice assistants are not private. They rely on the cloud to access applications and analyze recordings, a job that is too complex to do on the device itself. That's why you purchase the hardware (Amazon Echo, Google Home, or any other personal assistant) and sacrifice the privacy of your usage to pay for the service. In turn, developers can use your information for marketing and data to serve advertisements and promote products. Unless a subscription model is introduced at a later time, it's an all or nothing deal. If you aren't willing to sacrifice your privacy, a personal assistant may not be the best choice. If you don't mind, it can be a very convenient device.

Fun Facts

The Bermuda Triangle, also known as the Devil's Triangle, is a loosely defined region in the western part of the North Atlantic Ocean, where a number of aircraft and ships are said to have disappeared under mysterious circumstances.

Color tells us about the temperature of a candle flame. The inner core of the candle flame is light blue, with a temperature of around 1670 K (1400 °C). That is the hottest part of the flame. The color inside the flame becomes yellow, orange, and finally red.

The reason you have two sets of teeth probably comes down to size. A full set of permanent teeth would be too big to fit into a young child's mouth. So milk teeth act as a bridge until the jaw is large enough to accommodate a full set of permanent teeth. The last teeth that emerge are your wisdom teeth.

The top end of the cashew apple is attached to the stem that comes off the tree. The bottom end of the cashew apple attaches to the cashew nut, which is encased in a shell. In botanical terms, the cashew apple is an accessory fruit that grows on the cashew seed (which is the nut).

On December 23, 1954, the first successful living-related kidney transplant was led by Dr. Joseph Murray and Dr. David Hume at Brigham Hospital in Boston: A kidney was transplanted from Ronald Herrick into his identical twin, Richard.

In 1836, Alabama was the first state in the United States to declare Christmas a legal holiday. Christmas wasn't declared an official holiday in the United States until June 26, 1870.

WINNER

April 2017 Contest Winner

Congratulations to Debra Schweitzer of Lehighton, PA.

Debra was the winner of a family 4-pack of tickets to a Lehigh Valley IronPigs game.

QUESTION: A time when I'm green. A time when I'm brown. Both of these times cause you to frown. Just in between, for a very short while, I'm perfect and yellow and cause you to smile. What am I?

ANSWER: Banana