



# PTD CHAT

APRIL 2018

PENTELEDATA'S  
CUSTOMER NEWS

## *Partner in Business*

### Hidden River Credit Union

Hidden River Credit Union was chartered in 1953 and is open to anyone who lives, works, worships, volunteers or attends school within Schuylkill County. They have \$140+ million in assets and serve over 16,000 members with three branch locations, including Pottsville, Orwigsburg, and Frackville, PA. Their philosophy is "People Helping People" and with a full line of loan products and deposit accounts, that's what they do each day.

When Hidden River CU opened their newest branch in Frackville, PA, they needed some form of connectivity to their main office in Pottsville, PA. Michael T. Walser, Vice President of Operations, explained, "To be honest, our connectivity options were limited. The credit union could have used T1 Lines but opted for a faster Dedicated Ethernet Fiber Line connection supplied by PenTeleData. The Dedicated Ethernet Fiber Line provides connectivity from the Frackville Branch to the Pottsville Branch (main office) for access to the Core and Phone System. With all the data traffic passed through the Dedicated Ethernet Fiber Line, we have not experienced any service degradation."

In addition to using their connection to administer loans and deposit accounts, Hidden River Credit Union

offers their members E-Statements, Debit Cards, Mobile Access with Mobile Deposit and PayPal Transfer, Online Access, Audio Access and Bill Pay, so the reliability of their Network Provider is a top priority.

Mr. Walser shared, "Since the Dedicated Ethernet Fiber Line has been installed, the credit union has not experienced any downtime. Can't beat 100% uptime! I have been dealing with PenTeleData on a business and personal level since the early 1990's. I still remember using dial-up at my home and work. When we chose them for the new Frackville location, they exceeded my expectations. The Dedicated Ethernet Fiber Line was installed on the credit union's timetable. The installers were courteous and experienced. There were no issues at all."

Going forward, the credit union will continue to expand electronic services, especially their Mobile Application. PenTeleData is proud to offer the services to support their goals. 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. Our fully redundant connections and peering with large national content providers are backed by the support of our 24/7 Network Control Center.



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# Manager's Desk...

## Dear Valued Customers,

Welcome to the spring edition of the PTD Chat. I was recently reminded of a quote we've used on some of our catalog sheets: "PenTeleData's greatest strength is our ability to take our solutions and adapt them to meet the specific needs of any customer." When I think about how true that statement really is, I hope that our customers know that both PenTeleData and our partners have made a commitment to being the best communications providers in the region. We all live and work here too, so we're listening to what local companies need and applying the technology to make that happen. If your company needs a personalized communication solution to meet specific business needs, give us a call.

By the way, "Like Us" on Facebook or "Follow Us" on Twitter and Instagram. Thank you for trusting our fiber for your connections. We'll Chat again in the summer.

Thank you for your business and continued support.

Best regards,  
Jaime Mendes,  
Vice-President of Operations  
PenTeleData

## Power Up Your Devices with Cable!

"More than a half-century ago, a single technology was developed and introduced in Pennsylvania that has provided entertainment, education and information for tens of millions of Americans. What began as a local Community Antenna Television service to improve reception of over-the-air broadcast signals has transformed into 24/7 pipeline of video, data and voice services that eight out of ten Pennsylvania households enjoy. Cable television, formally known as Community Antenna Television or CATV, was born in the mountains of Pennsylvania in the late 1940s. At the time, there were only a few television stations, located mostly in larger cities. People who didn't live in a city, or in a location where signals could be received easily, were unable to watch television."

- The Broadband Cable Association  
of Pennsylvania

Today, cable is much more than just a few channels. The cable industry includes network builders and programming creators who make significant contributions to the economic health and vitality of the United States. The cable industry accounted for 28% of the \$171.9 Billion invested in the U.S. economy in 2014. With a commitment to quality products and services plus capital investments and exceed tens of billions of dollars each year, cable enables information, entertainment and connectivity.

NCTA, The internet and Television Association, reports that there are 13,018 cable operator employees and 118,730 direct and indirect jobs as the result of cable in Pennsylvania, with a total economic impact of \$17.72Billion.


PenTeleData and our partners are no exception to the evolution and positive impact cable services have on our communities. Our fully redundant fiber optic network has nearly 10,000 miles of fiber optic cabling, delivering

Voice, Video, Data and Internet services. One of our greatest assets is being locally owned - it allows us to make decisions faster and support our customers better. We have fully redundant connections and peer with large national content providers. Our network provides the platform for some of the world's biggest companies to grow and thrive, including Amazon, Google, Facebook, Netflix, and many more.

The PenTeleData partners cover a 28 county area in Pennsylvania and New Jersey and also offer the latest in enhanced interactive digital television services and telephone services. Like us, they work to stay ahead of the technology curve. Subscribers have more options than ever, with quality programming, advanced technology, and interactive services that are intended to meet their total entertainment, communication and lifestyle needs. With the introduction of digital, HD and interactivity, video offerings have changed dramatically since the mid-1990s and consumers

## Coming Soon: Voice Services for Business!

If you're looking for value for your company, there's something you want to know. We will soon be offering a full suite of business voice services. If you've ever used Skype or Google Talk, then you are already familiar with IP-Based phone service. The full benefits of having voice services with PenTeleData will depend on the size and type of business you own, but generally speaking, you can expect increased cost efficiency, feature rich options, limitless scalability, continual innovation, and exceptional quality and security. Whether you run a small grocery store or a world-class call center, we'll have a voice service to meet your needs. Stay tuned for additional information in the coming months.



now have more choice than ever before. With hundreds of programming options, better picture and sound quality and the proliferation of exciting new interactive services, today's video service hardly resembles the service available years ago. Home security and telephone options, bundled with residential Internet services, make cable a well-rounded package deal for cost-effective solutions. NCTA reports "With a 'triple-play' of high-speed Internet, digital voice, and digital video services, consumers are saving real money on their household spending. Customers who purchase the triple play pay 31% less today, on an inflation-adjusted basis, than they paid for the three services 12 years ago - and the quality and breadth of all three services is significantly better." In addition, they report, "Due to its dramatic expansion of offerings to customers choosing from a variety of programming tiers, cable's video service is a tremendous entertainment value - costing just pennies for every hour of viewing. By using an 'Hourly Price Per Person' metric, cable consumers in 2012 paid just 21 cents per viewing hour, less than Netflix customers and purchasers of newspapers, magazines and iTunes."

No doubt, the cable industry is in a constant state of change, but PenTeleData and our partners have made a tremendous investment and commitment to stay in sync with the latest technology. Just like the cable pioneers in the 1950s, we don't always know what's to come next, but you can be sure we'll be ready.

## Contest

### APRIL 2018:

PenTeleData is giving one lucky winner a family 4-pack of tickets to and IronPigs game on Thursday May 24th at 7:05 pm. Lehigh Valley IronPigs vs. Rochester Red Wings.

### 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 4/30/18.

Good Luck! PenTeleData

### Brain Teaser:

What did the big flower say to the little one?

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# Have YOU Heard about Our Cellular Network Backup?

## IF YOUR BUSINESS CANNOT FUNCTION WITHOUT DATA CONNECTIONS, EVEN FOR SHORT PERIODS OF TIME, A 4G CELLULAR MODEM FROM PENTELEDATA MAY BE YOUR SOLUTION.

Cellular Network Backup is a reasonably priced, easy to deploy and manage solution for businesses that can benefit from a secondary access solution in the event of an Internet or WAN service outage.

A cellular modem equipped router provides access to a wireless WAN network service at Verizon Wireless 4G LTE speeds for outbound Internet or WAN connectivity.

### Who can benefit from Cellular Network Backup?

This service is best for commercial customers with simple dedicated connections or commercial cable modems, such as grocery stores, retail kiosks, small offices, ATM machines, and digital signage solutions.

### What is Cellular Network Backup?

PenTeleData sells a Cisco router with built-in firewall capabilities and provides back-up Verizon Wireless (VZW) 4G Cellular capabilities via a cellular modem.

### Where is service available?

PenTeleData is able to offer this "Peace of Mind" in areas that have 4G availability verified through a site survey.

### Why would a customer want Cellular Network Backup Internet Access?

Cellular Network Backup is a lower-cost alternative to DSL circuits and can be more effective in maintaining uptime at remote locations. It is also appealing when pulling cable through multi-tenant spaces is difficult.

## What makes PenTeleData's Premier Fiber Optic Network the Best Choice for Your Business?

- > Nearly 10,000 miles of Fiber Optic Cabling
- > Custom Fiber builds to your locations
- > UP to 100 Gbps, easily scalable to 400 Gbps
- > DDoS Mitigation
- > Optical Wave Services

## Fun Facts

The heart has four chambers: two atria and two ventricles. The right atrium receives oxygen-poor blood from the body and pumps it to the right ventricle. The right ventricle pumps the oxygen-poor blood to the lungs. The left atrium receives oxygen-rich blood from the lungs and pumps it to the left ventricle.

Paris is often referred to as "The City of Light" ("La Ville-Lumière"), both because of its leading role during the Age of Enlightenment, and more literally because Paris was one of the first European cities to adopt gas street lighting.

Evaporated milk, also known as dehydrated milk, is a shelf-stable canned milk product with about 60% of the water removed from fresh milk. It differs from sweetened condensed milk, which contains added sugar. Sweetened condensed milk requires less processing since the added sugar inhibits bacterial growth.

Dogs are not colorblind in the sense that they see more than just black, white, and gray. However, the color range they perceive is limited compared to the spectrum we see. To put it in very basic terms, the canine color field consists mostly of yellows, blues, and violets.

Venus, the second closest planet to the Sun, has the highest average temperatures of any planet in our Solar System, regularly reaching temperatures over 460°C. Venus is so hot because of its proximity to the Sun and its thick atmosphere.

## WINNER

### January 2018 Contest Winner

**Congratulations to Paula Fehlinger of Zionsville, PA.**

**Paula was the winner of a Family 4-Pack of tubing tickets to Blue Mountain Ski Area.**

QUESTION: With pointed fangs, I sit in wait. With piercing force, I dole out fate. Over bloodless victims proclaiming might. Eternally joining with a single bite. What am I? ANSWER: Staple