

Feature Stories

Our Partner St. Luke's Hospital & Health Network

PenTeleData and St. Luke's Hospital partner together to offer reliable connectivity between offices. Read more on this page.

Letter from our GM

Our General Manager keeps us up-to-date on what's in store for the fourth quarter of 2007. Read what he has to say on page 2.

Paranoid Guy - Take Three

Read all about our three new Computer Patrol TV spots, and what goes into making them. Read all about it on page 2.

Computer Patrol for Business

Computer Patrol isn't just for your home, it's for your business too! Read more on page 3.

Computer Patrol Video Surveillance

Computer Patrol offers the easiest way to be in two places at once! Read more on page 3.

Customer Contest

Find out what you have a chance to win in this quarter's customer contest, on page 3. Last quarter's winner is on page 4.

Celebrate the Holiday

Celebrate the Holiday with Computer Patrol. We have a gift for the person who has everything. Read about it on page 4.

PenTeleData and the LV IronPigs

Service Electric Cable TV and Communications, Ironton Telephone and PenTeleData get in the game! See more on page 4.

Partner in Business

PenTeleData and St. Luke's Hospital & Health Network

St. Luke's Hospital & Health Network is a regional, integrated network of hospitals, physicians and other related organizations providing care in Lehigh, Northampton, Carbon, Schuylkill, Bucks, Montgomery, Berks and Monroe counties in Pennsylvania. The network includes 4 hospitals, more than 42,700 annual admissions, 1,100 physicians, more than 6,000 employees and 1,000 volunteers.

They are a non-profit, tertiary-care, teaching hospital with campuses in Bethlehem and Allentown in Lehigh County, Pennsylvania. With seventy-six medical specialties, including a fully accredited Level I trauma center, an open-heart surgery program, oncology, neuroscience, orthopedics, high-risk pregnancy, obstetrical service, robotic surgery, radiology (St. Luke's has been designated a General Electric Healthcare Global Show Site) and vascular disease, the hospital has been nationally recognized for excellence.

Several years ago, St. Luke's was looking at scaleable connectivity options for their organization's Wide Area Network (WAN). Their data circuit provider was phasing out their type of WAN service, and their medical systems were demanding much higher bandwidth than was available with legacy services like Frame Relay or Point-to-Point T1.

Higher bandwidth ATM options were available, but remained cost prohibitive. Ethernet based services were under-developed and not available in this region with their existing provider.

Luckily, PenTeleData presented their EtherPoint solution. Jeff Stone, St. Luke's Manager of IT Engineering, explains, "My team of Engineers and I recognized immediately the brilliance behind its simplicity and we never looked back! Since it was based on Ethernet technology, our Customer Premises Equipment interfacing was more simplified than our previous configurations. We moved easily from T1 type circuits to faster Ethernet WAN links. It required no major changes or expensive configurations, plus lower monthly service fees with fewer maintenance points."

With higher bandwidth, St. Luke's was also able to implement McKesson's HPF-Electronic Medical Record system and GE's Radiology Picture Archiving and Communication (PACs). The McKesson's HPF-electronic Medical Record System allows paper portions of medical records to be scanned and maintained as electronic records. Radiology PACs are electronic storage of radiology tests. Together, these allow all Physicians and hospital staff access to review and analyze patient records, even from remote locations, such as St. Luke's Physician Practices.

When asked why they chose PenTeleData, Stone explains, "St. Luke's believes very much in partnering with local and regional providers whenever possible. PenTeleData offered the high-tech services we needed and provided us with another opportunity to work with a local organization."

Like many other businesses, St. Luke's is a 24x7x365 operation, and cannot afford to rely on anything less than the superior service PenTeleData provides. In a recent e-mail from Stone to PenTeleData's Management, he describes his experience with our staff, "I will never forget when we had a major WAN outage a few years back, how your team went above and beyond to work with us resolving the problem at our Coaldale Hospital site. There was never a question from your team about getting it resolved, despite it ending up being an internal issue. In our business, at least from my experience, it is not common to come across the high level of professionalism we experience from the PenTeleData team. Most of the time with other companies, it is a good deal of finger pointing instead of partnering. We really do enjoy working with you guys and your counterparts at Service Electric Cable TV and Communications!"

St. Luke's uses PenTeleData's EtherPoint WAN services for their main sites, and uses Broadband services for their many remote and physician offices. This interconnects the organization's multiple locations to promote excellent patient care.

The health network has experienced growth in market share and admissions for more than 20 consecutive years. As they continue to expand, PenTeleData will continue to offer the latest technology available to meet their ever-changing needs.

letter from our General Manager

Dear valued customers,

Welcome to the Fall Edition of our quarterly newsletter, the PTD Chat. As always, we are anxious to share some of what we have been doing here at PenTeleData.

First, we'll tell about our relationship with St. Luke's Hospital and Health Network, a non-profit, nationally recognized, tertiary-care teaching hospital with campuses in Bethlehem and Allentown in Lehigh County.

Next, find out about our Computer Patrol for both homes and businesses. We'll tell you more about their services and even give you some holiday gift suggestions.

Then, we'll explain our partnership with the

Lehigh Valley Iron Pigs, the AAA Affiliate of the Philadelphia Phillies. As with all of our sponsorships, we share the benefits with our customers.

Finally, you've probably seen our new Computer Patrol Commercials on TV. We've included some interesting information about what goes on behind the scenes.

Have a great end of the year and a joyous holiday season. We'll chat again next year.

Sincerely,

John H. Williams
General Manager
PenTeleData

Paranoid Guy - Take Three!

Our first three Computer Patrol commercials, titled *Paranoid*, *The Talk* and *Therapy*, are now airing!

What does it take to make a PenTeleData commercial? The process can take many months and isn't as easy as the end result may seem.

First, we choose a production company. In our case, the company we had used in the past had gone out of business, and we needed to review some new options. After making a decision, we begin to communicate our ideas to establish a background of the image we wish to portray. Our ideas are created into storyboards, to try out our concepts.

Once this seems to work, our scripts are written and altered many times. When we are satisfied with them, we need to find actors. For these commercials, an audition was held in Philadelphia. Fifteen to twenty couples, six to eight Computer Patrol guys and four or five paranoid guys came out to "show their stuff". A DVD with samples of each one was sent to us for review, and we made our selections.

We then provide the production company with our logos and graphics, such as the Computer Patrol car, that are important to include. They choose a place and time to shoot the video and everything starts to fall into place.

Once the commercial is pieced together, the editing begins. We suggest changes to get the look and feel we need. In an extreme case, if this cannot be achieved, it's back to the drawing board to start over. It can be difficult to condense all the necessary information plus a bit of comedy into a mere thirty seconds. Luckily, this time, everything fell together well.

After including sound effects, our slogan, and our contact information, the final edits are made and music is added. We receive multiple copies, and distribute them to our media outlets for use, including our cable insertion partners. Of course, we also add links to our website for everyone to view! For a chuckle, check them out at: http://www.ptdcomputerpatrol.com/tv_spots.shtml.

Upcoming Events

October 3, 2007

Eastern PA Business Journal Expo

Time: 1 PM - 7 PM

Place: Agri-Plex Allentown
Fairgrounds
Allentown, Pa.

October 14, 2007

Blocker's Biker's Ride/Rally - Fall Foliage

Time: 9 AM - 4 PM

Place: Penn's Peak
Jim Thorpe, Pa.

Computer Patrol is not Just for Your Home – It's For Your Business Too!

If you are a business owner, there is no doubt you ask yourself the question, "What makes me better than the competition?" Often times, technology can be the answer. PenTeleData's Computer Patrol can help.

Our talented technicians are highly trained and there for you to use our years of experience as an Internet provider offering a variety of services, including:

- > Surveillance Camera System with Digital Video Recorder
- > Computer Sales and Support
- > Software Training
- > Local Area Network Design (LAN)
- > Wireless Networking
- > On-Site/Depot Service and Repairs
- > Structured Cable Installation Services
- > Site Inspection Services
- > Planned Maintenance Service
- > Network and Internet Security

Whatever your computer or security needs, we'll find a solution.

Just recently, we installed a number of security cameras in a few local neighborhoods. The cameras allow law enforcement to monitor multiple public areas and quickly respond when the need arises. Cameras are an affordable security measure with convenient DVR (Digital Video Recording) - an essential service for most businesses.

For more information about Computer Patrol for your business, please visit us online at www.ptdpatrol.com or call 1.877.610.9090.

Computer Patrol Video Surveillance

*Computer Patrol Offers
the Easiest Way to be in
Two Places at Once!*

"Our Geeks are smarter than their Geeks" – it's not just a slogan – it's true. Our Computer Patrol Technicians are very knowledgeable in a variety of technological solutions, including Video Surveillance Systems with Digital Video Recording. In fact, we have been providing them to businesses and law enforcement all across the area.

A Video Surveillance System is an affordable investment, and with a variety of options, can be beneficial for almost anyone's home or business. Depending upon your needs, cameras can be hidden, vandal resistant, and in multiple locations at once. We can even provide you with online access to your cameras from any computer!

From security for your family and most valuable possessions at home, to the opportunity to improve employee productivity and provide training feedback, monitor suspicious activity, control high crime areas and maintain evidence to protect your business against bogus lawsuits, the benefits far outweigh the affordable cost. For more information, call Computer Patrol today at 1.877.610.9090.

Customer Contest - October 2007

PenTeleData is giving one lucky winner a \$50 gift certificate to Roadies Restaurant & Bar at Penn's Peak in Jim Thorpe, PA.

Rules of the Game:

- Give the correct answer to all three questions listed to the right.
- Then figure out the theme (what they all have in common).

To enter you must answer all three questions to the right and what the theme is between them. Send an e-mail to chat@corp.ptd.net with the following information: your name, address, daytime phone number (where we can contact you), three answers to the questions and the theme. All entries must be received by **11/15/07**.

Good Luck! PenTeleData

Questions:

- 1) What national holiday is the celebration of Christopher Columbus' arrival in America?
- 2) What Canadian Holiday is celebrated on the second Monday in the month of October?
- 3) What holiday is best known to children, as they dress up in masks and costumes, going door to door asking for a treat?

Celebrate the Holiday with COMPUTER PATROL

The holidays are quickly approaching! We have a gift for the person who has everything – and you won't have to take it back or even stand in line to buy it! Avoid the hustle and bustle, and give a gift almost everyone can use – a Computer Patrol gift certificate!

"A gift certificate?" you ask. Well, it's really more than that, since it can be redeemed toward a number of services, including a wireless network, a custom built computer, virus and spyware removal and/or protection and so much more!

For more information, visit our Computer Patrol online at www.ptdpatrol.com or call **1.877.610.9090**.

Iron Pigs Sponsorship

Service Electric Cable TV and Communications, Ironton Telephone and PenTeleData Get in the Game!

What do you call a pig with three eyes? A piiiig. What do you call the new AAA affiliate of the Philadelphia Phillies, whose name is a tribute to the Lehigh Valley's role in producing much of the steel that built America? The Lehigh Valley IronPigs!

The IronPig name was chosen after more than 10,000 fans held a month-long name-the-team contest. The name "IronPigs" is a play on "Pig Iron," the raw iron used to make steel. Pig Iron is the immediate product of smelting iron ore, coke (low-ash, low-sulfur bituminous coal) and limestone in a blast furnace. When poured from the furnace into a row of molds, it is said to resemble a litter of pigs.

The groundbreaking for their Allentown, PA field, named Coca-Cola Park, began in September 2006. Upon completion in February 2008, the stadium will hold 8,100+ spectators.

As you can imagine, such a large project demands a tremendous amount of support from the communi-

ty. That's why PenTeleData, Service Electric TV and Communications and Ironton Telephone Company are proud to sponsor the IronPigs.

Service Electric Cable TV and Communications will be the exclusive communications provider, and will supply all of the telephone, cable, and wireless Internet services to their twenty-eight computers and Point-of-Sale Systems. Through our partnership with Service Electric, PenTeleData will assist with the ballpark's Internet and networking needs.

As a benefit for our customers, PenTeleData will be announcing some exciting contests to win game tickets...watch our e-mails and future newsletters! (We'd tell you more now, but it's a secret and some-one might squeal!)

For more information about the Lehigh Valley IronPigs, visit their website at www.ironpigsbaseball.com

JULY 2007 Contest Winner!

Congratulations to Linda Rummel of Tamaqua, Pa. Linda was the winner of a Family 4-Pack of tickets to see the Scranton/Wilkes-Barre Yankees versus the Ottawa Lynx on 8/27/07.

- 1) Shortly after his inauguration, President James A. Garfield was assassinated by Charles Julius Guiteau on what date in history? (July 2, 1881)
- 2) Wyoming became the 44th state on what date in 1890? (July 10, 1890)
- 3) On what date in history was The Korean War Armistice Agreement signed, ending the Korean War? (July 27, 1953)

Theme: all events that happened in July

Fun Facts

A bumble bee flaps its wings 160 beats per second.

A common housefly is faster—in one sense—than a jet airplane. The fly moves 300 times its body length in one second, while the jet, at the speed of sound, travels 100 times its body length in one second.

A cricket an inch long has a chirp that is audible for nearly a mile.

There are earthworms as short as one twenty-fifth of an inch and earthworms as long as 11 feet. The earthworm has no lungs; it breathes through its skin. Some earthworms have as many as ten hearts.

Insects do not have eyelids. Because of this, it is under debate whether or not they sleep.

Most spiders have eight eyes. These are arranged on top and near the front of the head, usually in two rows of four each.

Only female bees work. Males remain in the hive, their only mission in life being to fertilize the queen bee on her maiden flight. After they have served their function, the males are not allowed back into the hive but are left outside, where they starve to death.

Only female wasps, bees, and mosquitoes sting.

The animal with the largest brain in proportion to its size is the ant.

The caterpillar has more than 2,000 muscles.

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