

PTDCHAT

PenTeleData's Customer Newsletter

JULY 2008

JUL 08

Volume 7 Issue 3

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Partner in Business - Lehigh Valley IronPigs

As word of a new baseball team spread, it was hard to contain the excitement felt across the Lehigh Valley. The Lehigh Valley IronPigs, Triple-A Affiliate of the Philadelphia Phillies, were coming to town and everyone wanted to be part of the action – including PenTeleData.

We knew this was going to be a tremendous opportunity for the Valley and wanted to participate, not only with an Unleashed Wi-Fi Hotspot within the stadium as a free feature to our partner broadband customers, but also with planning the IronPigs data network.

When 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."

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.



Coca-Cola Stadium - IronPigs vs. Phillies Exhibition Game 2008

Suite Connect utilizes an Internet Gateway Device, which presents the user with an Acceptable Usage Policy to which the user must agree by entering a username and password. One of the key features is the ability to isolate each user, whether wired or wireless, from all others. This prevents the unsolicited passing of viruses and malicious attacks.

In addition, PenTeleData's Computer Patrol and Security Team developed all internal network use and security policies, and trained the entire IronPigs staff on using the network. Our Network Intrusion Detection systems monitor all network traffic and we provide the support, storage and access restrictions to enforce security. PenTeleData, along with external auditors, also manage the IronPigs PCI (Payment Card Industry) Compliancy, to help keep credit card information safe.

On game day, network reliability is one of the most important factors, second only to winning. Scharf describes why his team trusts the PenTeleData staff "We would be facing serious issues without the support of PenTeleData in all areas of our business including; internal communication, ticketing, financial reporting, and the day to day functioning of POS terminals, wireless scanners, ticket printers and desk top and server configuration. PenTeleData responds quickly, efficiently and I swear sometimes they are on the way before I even call!"

In summary, Scharf comments, "Speaking on behalf of the entire IronPigs organization, we cannot be more pleased with our PenTeleData relationship. Their entire organization has worked tirelessly to assist us with creating, moving, and installing all of our data systems – most of the time against short or impossible time frames. Their personnel have been supportive, solution-oriented and willing to do whatever it takes to get us up and running and most importantly, keep us running. The internal and seamless relationships between their partner companies are nothing short of remarkable, which has facilitated our successful opening.

"We anticipate continued use of technology to enable our fans to receive faster service, more timely information on events, games and merchandise, and the continued ability to provide value to fans via ticket bar codes and loaded value."

PenTeleData and our Computer Patrol are proud to help the IronPigs achieve a large technological presence. Their hard-working team and our "Geeks" are a winning combination.

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UPCOMING EVENTS

July 8-12, 2008

Walnutport Carnival
Time: Tues. & Thurs.,
7 PM-11 PM
Wed., Fri. & Sat.
6 PM- 11PM
Place: Walnutport, Pa.

August 1-10, 2008

Musikfest
Time: Aug. 1, 5 PM-11 PM
Aug. 2-10, Noon-11 PM
Place: Downtown Historic
Bethlehem, Pa.

August 6-10, 2008

Carbon County Fair
Time: 3 PM-11 PM
Place: Carbon County
Fairgrounds
Palmerton, Pa.

August 24-30, 2008

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

Letter from our GENERAL MANAGER

Dear Valued Customers,

Welcome to PenTeleData's quarterly newsletter, the PTD Chat. It's an exciting time for our company and there is always a lot we want to share. From baseball to phishing, Computer Patrol to Digital Television, and our products, services and current events, we could sometimes use a shoehorn to include everything we think you should know.

Technology enriches the community, and we are at the forefront of making things happen – whether it's the Point of Sale purchase at the grocery store, your deposit at the bank, or sending your medical records from one doctor to another. Our staff is always working hard in the background to keep things running smoothly.

We also care about the areas we serve, and that's

why we contribute and sponsor many worthwhile causes, including The Red Cross, Dream Come True and charity events for projects, including expansions or additions for cancer wings at hospitals. When you hear that PenTeleData is "A Good Neighbor," it's the truth.

Most of all, without your continued business and support, none of this would be possible. On behalf of everyone at PenTeleData, thank you. We are honored to be your Data and Internet Provider of choice.

Have a great summer – we'll chat again in the fall.

Sincerely,
John H. Williams
General Manager -- PenTeleData

YOU CAN EARN COMPUTER CASH!

Earlier this year, we introduced a Computer Patrol Preferred Customer Program for our residential customers. If you have not yet earned Computer Cash, there is still time to participate!

Save \$20 on your first visit from Computer Patrol, plus receive a Computer Cash Card for a return visit, to be redeemed by 12/31/08 (some restrictions apply).

Here's how it works:

Spend \$100-\$199.99 and you'll receive
\$25 toward a future Computer Patrol Visit

Spend \$200-\$299.99 and you'll receive
\$50 toward a future Computer Patrol Visit

Spend \$300-\$399.99 and you'll receive
\$75 toward a future Computer Patrol Visit

Spend \$400 or more and you'll receive
\$100 toward a future Computer Patrol Visit



We offer a variety of computer and networking solutions, including wireless home networking, virus and spyware protection, video surveillance systems and much more.

For additional information about Computer Patrol and our services, visit www.ptdpatrol.com or call 1.877.610.9090.

 **PenTeleData**
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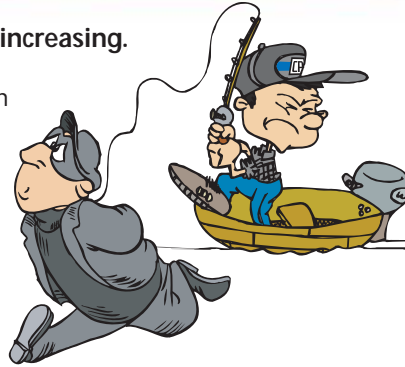
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REEL IN THE PHISHERS!

It's Phishing season! This widespread problem is not new, or limited to any time of year, but seems to be increasing.

Phishing is a term used to describe a scam that attempts to obtain personal information, often to be used for identity theft. The phishers impersonate legitimate companies, such as Internet Service Providers, financial institutions and other respected organizations, and ask for passwords, login names or social security numbers. Often, their e-mails, instant messages and telephone calls express an urgency to respond, hoping to "catch" or trick the victim into responding.

Phishing attempts are very sophisticated and it can be extremely difficult to tell if the request is real. Don't take the bait! No credible organization will ever ask you for sensitive or personal details in an e-mail. In addition, never click on the link provided in a questionable e-mail. It may contain a virus that can contaminate your computer. Instead, if you believe the contact is legitimate, go to the company's Web site by typing in the site address directly or using a page you have previously bookmarked. For more information, visit our website at www.ptd.net/security_tips.



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CUSTOMER CONTEST

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PenTeleData is giving one lucky winner a Family 4-Pack of tickets to see the Lehigh Valley IronPigs vs. the Pawtucket Red Sox on Sunday, August 24, 2008.

How to play:

- Rack your brain and figure out the answer to this 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 **8/15/08**.

Good Luck! PenTeleData

Brain Teaser:

A word I know, six letters it contains. Subtract just one, and twelve is what remains.

BASEBALL SEASON IS IN FULL SWING!

THE PENTELEDATA PARTNERSHIP OF CABLE PROVIDERS IS PROUD TO BE OFFERING LIVE SIMULCASTS OF 30 SCRANTON/WILKES BARRE YANKEES GAMES!

The Scranton/Wilkes Barre Yankees are a Triple-A Affiliate of the New York Yankees and play at the PNC Field, located just south of Scranton in Moosic, Pennsylvania.

Here is a schedule of the remaining games our partnership will air:

Tuesday, July 1st	vs. Buffalo Bisons (7:00 p.m.)
Friday, July 4th	vs. Syracuse Chiefs (7:00 p.m.)
Monday, July 21st	vs. Richmond Braves (7:00 p.m.)
Wednesday, July 23rd	vs. Richmond Braves (1:30 p.m.)
Thursday, July 24th	vs. Richmond Braves (7:00 p.m.)
Friday, July 25th	vs. Rochester Red Wings (7:00 p.m.)
Saturday, July 26th	vs. Rochester Red Wings (7:00 p.m.)
Thursday, August 7th	vs. Pawtucket Red Sox (7:00 p.m.)
Friday, August 8th	vs. Syracuse Chiefs (7:00 p.m.)
Thursday, August 14th	vs. Lehigh Valley IronPigs (7:00 p.m.)
Friday, August 15th	vs. Lehigh Valley IronPigs (7:00 p.m.)
Wednesday, August 20th	vs. Rochester Red Wings (7:00 p.m.)
Friday, August 22nd	vs. Lehigh Valley IronPigs (7:00 p.m.)
Saturday, August 23rd	vs. Lehigh Valley IronPigs (7:00 p.m.)
Sunday, August 24th	vs. Buffalo Bisons (5:00 p.m.)



Please check with your local cable provider for specific channel and replay times.

 **PenTeleData**
A Good Neighbor.

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FUN FACTS

Some viewers of Gilligan's Island apparently took the television show seriously in the 1960s. The U.S. Coast Guard received several telegrams from concerned citizens asking why they didn't rescue the Minnow's crew.

The ampersand (&) was once a letter of the English alphabet.

Ranch, beginning as a fledgling salad dressing, is now among the five most popular flavors of potato chips, tortilla chips, and corn chips, according to the Snack Foods Association.

The average house fly lives only two weeks.

Sharks can travel up to 40 miles per hour.

Many children occasionally walk in their sleep. Sleepwalking is ordinarily a phase in the growing-up process. Because parts of the child's brain are immature, dreams can be stimulating enough to cause a youngster to take a nocturnal stroll. About 25 percent of all children have one or more sleepwalking episodes between the ages of 7 and 12, according to sleep researchers.

According to studies conducted at Northwestern University, men change their minds two to three times more than women. Women tend to take longer to make a decision, but once they do, they are more likely to stick to it.

There are more different kinds of insects in existence today than the total of all types of other animals put together.

The Mona Lisa has no eyebrows. It was the fashion in Renaissance Florence to shave them off.

It is estimated that every time you lick a stamp, you're consuming 1/10 of a calorie.


A Good Neighbor.

APRIL 2008 CONTEST WINNER!

Congratulations to Fred Rademacher of Milford, PA.

Fred is the winner of a 4-Pack of tickets to see the Lehigh Valley IronPigs vs. the Pawtucket Red Sox on Saturday, June 14, 2008.

QUESTION: What object has keys that open no locks, space but no room, and you can enter but not go in?

ANSWER: keyboard

WHO WILL BE AFFECTED BY THE DIGITAL TV TRANSITION?

The latest buzz in the broadcasting world is Digital Television, known as DTV. DTV is an advanced broadcasting technology that transforms the television viewing experience to offer a better picture and sound quality. It can also offer multiple programming choices, called multicasting, and interactive capabilities.

The date for the final transition to digital is February 17, 2009. After that date, full-power stations will only broadcast digital signals. **Customers of PenTeleData's partner cable companies, including Blue Ridge Communications, CATV Service Inc., Service Electric Cable TV and Communications, Service Electric Cablevision and Service Electric Broadband Cable will NOT have to take any action as the result of this change.** VCRs, DVD players, camcorders, video games and consoles will continue to work for many years.

Consumers who rely on antennas (including outside antennas and "rabbit ears") to receive over-the-air broadcast signals on analog tuners will need to obtain separate digital-to-analog set-top converter boxes to continue watching over-the-air TV.

Additional details, including information about the Converter Box Coupon Program, are available online at www.DTV2009.gov.

BO TKACH MEMORIAL GOLF TOURNAMENT FOLLOW UP

Blue Ridge Communications and PenTeleData, title sponsors of the First Annual Bo Tkach Memorial Golf Tournament, are proud to announce the success of the May 7th event. Thanks to the generous sponsors, over \$60,000 was raised to create awareness for Obsessive Compulsive Disorder and other mental health issues while providing essential funding for youth athletic programs, scholarships and otherwise inaccessible individual mental health screening and treatment.

Sponsors included Blue Ridge Communications, PenTeleData, Metlife, Geisinger Health System, Coordinated Health System, First National Bank of Palmerton, Ironton Telephone, Service Electric Cable TV and Communications, Service Electric Broadband Cable, Sweeney Advertising, Blue Ridge Sunoco, Adams Outdoor, Blue Mountain Health System, CATV Services, Inc., Service Electric Cablevision, Bank of America, William E. Howe & Co., Suppression Systems, Inc., Zayo Bandwidth, Ris the Paper House, NFL Network, ICORE, Bennett Family Dealerships, East Penn Bank, Vinart Certified Dealerships, Viamedia, WFMZ-TV 69, TN Printing, Team Lehigh, ANPI, Buckeye Pipeline, KNBT, Rentschler Chevrolet, Rentschler Chrysler Jeep, William Schwab Law Offices, Blue Mountain Candle, Hanson Directory Services, Hallman's Service Station, A.F. Boyer Hardware & Guns, Joe's Place and Lehigh Hardware.

For more information regarding the Bo Tkach Memorial Foundation, or to learn how you can help, visit www.botkach.com.

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