

FAST CONNECTIONS

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Dear Valued Customer

Que será, será: What will be, will be. *I disagree.*

A successful business requires careful planning and strategy. That's why we've been continuously planning for the future of our network since it began in 1994. Technology is always changing, so we're always evaluating and reevaluating how to best serve our customers. The PenTeleData partnership has invested more than \$300 million in fiber optic infrastructure, with nearly 10,000 miles of fiber optic cabling and 60 nodes for diversity and redundancy. We have private peering agreements with major national content providers and cache servers to reduce network congestion and interconnect agreements that allow us to expand our footprint for companies with multiple locations. Our network is supported by our 24/7 Network Control Center and one of our greatest assets is being locally owned - it allows us to make decisions faster and support our customers better. In fact, we'll adapt our services to meet the specific needs of any company. Don't rely on chance or luck. How can PenTeleData services help you plan your company's path to success? Don't procrastinate...call us today.

Thank you for your business and continued support.

Jaime Mendes

Vice-President of Operations
PenTeleData

WELCOME ABOARD!

We appreciate the opportunity to serve companies who have chosen to ride PenTeleData's Fiber Network.

Welcome aboard to:
NHT Logistics, Inc. and Duvall Leatherwork



TELEHEALTH IS HERE TO STAY!

Telehealth is the term used for health-related services and information via electronic technologies. It allows distance patient and clinician contact for care, advice, education, and monitoring. It can be two providers discussing a patient over video conference, a robotic surgery through remote access, test results shared between two facilities for interpretation, or home monitoring of patient health data. Most recently, it's been heavily used as a way for providers and patients to conduct appointments remotely via video. The response to COVID-19 increased access to telehealth, which offers cost-savings for providers, patients, and insurers. In fact, there are many benefits to video visits, so telehealth services are here to stay.

Whether you're using a broadband connection from home to connect to your healthcare provider or you work in a hospital and use our dedicated connections to connect with your patients and other providers, you can rest assured knowing that we planned for these types of services. Our network has the capacity for telehealth and more!

OUR FAST CONTEST

What animal can run faster uphill than downhill?

One lucky winner will receive a \$150 Amazon gift card.

Rack your brain and figure out the answer to the brain teaser. 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 9/30/21. Good Luck! PenTeleData

FAST CONNECTIONS

QUICK CLIPS?

Have you seen our quick clip videos on social media?

Our most recent, *Ride the Fiber* and *Intelligent Fiber*, are both available on our Facebook, Twitter and LinkedIn pages. What's next? Visit our pages each week to find out!

INDUSTRY DATA

Cable: A Force for American Innovation

The cable industry has long been a force for American innovation with billions of dollars in infrastructure and programming over the years, keeping ahead of future demand and powering our nation's economy.

1948 – John Walson, an employee of Pennsylvania Power & Light Company, who also owned and operated an electric appliance store under a General Electric franchise, began the nation's first community antenna television system in Mahanoy City, Pennsylvania. As a result, a new industry was started in America. This company would later be known as Service Electric Cable TV.

1950 – Claude E. Reinhard and other investors found the Palmer-ton TV Signal Corporation with the intention of making the TV reception clearer in the Palmerton area by using coaxial cable and an antenna situated on top of the Blue Mountain. This company is now known as Blue Ridge Communications.

1960s – Cable expanded to 800 cable systems across the country.

1970s – First national cable TV networks debuted, including HBO, C-Span, ESPN and Nickelodeon.

1980s – The number of TV networks increased from 28 in 1980 to 79 by 1989.

1996 – Residential broadband launched with the introduction of the cable modem.

Late 1990s-Early 2000s – Cable network infrastructure got a boost with networks upgraded to hybrid-fiber coax to provide faster Internet and more services available through one wire to the home. The introduction of VOD, HDTV, VoIP, DVR, and Wi-Fi followed soon after.

2020 – Cable Internet networks thrived during the COVID-19 pandemic, performing very well even with unprecedented usage and growth.

Some Notable Cable Industry Data

As Internet speeds have skyrocketed and allowed users to take advantage of data-intensive services like streaming video and gaming, the price per megabit per second of cable broadband service has decreased by 98% over the last twenty years, from an average of \$28.13 in 2000 to \$0.64 in 2020.

Tens of millions of Americans use the cable industry's vital services: 78M High-Speed Internet Users, 6M Video Users, and 25M Digital Voice Users.

High-Speed Internet is available in both rural and urban areas: 90% of United States Households have cable Internet service available. In fact, 80% of those homes have access to cable's gigabit speeds, up from just five percent in 2016.

14M+ consumers connected via low-cost broadband programs in last 10 years. Through awareness, education, broadband adoption programs, and an ever-growing network, more people are connected to the Internet than ever before.

(Source: <https://www.ncta.com/industry-data/closing-the-digital-divide>)

I.T. CORNER

Tips from The Pros:

What is a Cyber Incident and How Can I Prepare?

If you watch any news station on any given day, there's a good chance that you'll hear something about a cyber-incident or cyber-attack. What does that mean and how can it affect you and your business?

Cybersecurity involves preventing, detecting, and responding to cyber incidents. Unlike physical threats that prompt immediate action—like stop, drop, and roll in the event of a fire—cyber threats are often difficult to identify and comprehend. Among these dangers are viruses erasing entire computer systems, intruders breaking into computer systems and altering files, intruders using your computer or device to harm others, or intruders stealing confidential information. The spectrum of cyber risks is limitless. Threats, some more serious and sophisticated than others, can have wide-ranging effects on the individual, community, organizational, and national level.

You can take a few precautions to protect yourself, your family, your business, and your property before a cyber-incident occurs:

- Only connect to the Internet over secure, password-protected networks.
- Do not click on links or pop-ups, open attachments, or respond to emails from strangers.
- Always enter a URL by hand instead of following links if you are unsure of the sender.
- Do not respond to online requests for Personally Identifiable Information (PII); most organizations – banks, universities, companies, etc. – do not ask for your personal information over the Internet.
- Limit who you are sharing information with by reviewing the privacy settings on your social media accounts.
- Password-protect all devices that connect to the Internet and user accounts. Do not use the same password twice; choose a password that means something only to you and change your passwords on a regular basis.

The extent, nature, and timing of cyber incidents are impossible to predict. There may or may not be any warning. If you believe that your computer or device may have been affected by a cyber-incident, you can follow these steps:

- Check to make sure the software on all of your systems is up-to-date.
- Run a scan to make sure your system is not infected or acting suspiciously.
- If you find a problem, disconnect your device from the Internet and perform a full system restore.
- Report the incident. File a report with the local police so there is an official record of the incident. Depending what information was stolen, you may need to contact other agencies; for example, if someone has gained access to your Social Security number, contact the Social Security Administration. You should also contact the Department of Motor Vehicles if your driver's license or car registration has been.
- Immediately change all passwords; financial passwords first. If you used the same password for stolen multiple resources, make sure to change it for each account, and do not use that password in the future.
- If your company has access to an I.T. Department, contact them immediately. The sooner they can investigate and clean your computer, the less damage to your computer and other computers on the network. Don't have an I.T. Department? PenTeleData I.T. Services can help, just give us a call to learn more!

(Source: <https://www.ready.gov/cyber-incident>)