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The prize winning picture of a Cholla Cactus flower in full bloom was taken by Beth Bowles of Adrian, Texas. This shot was taken at the Bridwell West Ranch off of I-40 near Adrian.

## XIT Communications Migrates to New Technology to Satisfy Customer Demand ...

With the High Definition (HD) television and programming craze and customer demand, it became clear to XIT Communications that in order to compete and meet customer demand, we had to replace our existing system with new electronics and equipment to have the capability of offering High Definition (HD) TV, Digital Video Record (DVR), Video on Demand (VOD) and higher Internet speeds. Although the old NextLevel system has done us a fantastic job for the past 10 years, it simply could not be upgraded to provide advanced services.

XIT's IPTV (Internet Protocol television) system is a totally new system and a major additional investment in our service area. XIT has placed new electronics at all our sites in Dalhart, Stratford, Texline, Hartley, and Channing. The Boys Ranch site will be upgraded in the near future. Each customer will receive new set top boxes, new remotes, and new wiring in their homes and businesses as the old equipment is not capable of providing the advanced services.

XIT began rolling out and converting customers to our new electronics and equipment in December 2010. The City of Texline conversion is complete. Currently, we are converting customers to the new system in Dalhart and Stratford and have test customers in Hartley and Channing. As you can see, this is an expansive and time-consuming project. In order to expedite the conversion process, XIT has contracted additional installers to assist with the installations. The quicker we can get customers moved over to the new electronics and equipment, the quicker we can turn down the old system and focus on the functionality of the new one.

There seems to be some confusion circulating regarding the new system. All customers in XIT's service area will be converted to the new electronics and equipment. But, just because the new electronics and equipment provides for HD TV, DVR and other enhanced services does not mean that you have to upgrade to these services. Having an HD TV is not a requirement. Our new service also provides an excellent picture for standard definition TVs. If customers want to continue receiving the same or similar service packages that they have been receiving, they may do so. The new system does not change what services you subscribe to today. It changes only how they are delivered. The key is to make sure that you are getting what you want. Tell our customer service folks what you want and let them help you determine what the best service package is for you.

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## It's Time for a Movie (VOD)

XIT's new ITPV Video on Demand gives you instant access to hundreds of movies to watch when the time is right for you. No more long lines at the Redbox! No expensive tickets or snacks! No money spent on gas! You pay one low price and the whole family can enjoy a great movie in the comfort of your living room. Here's how...

### Using your remote...

First, set up a 4-digit PURCHASE PIN:

Select Menu > Settings > OK > Account > OK > Purchase PIN > OK, follow the on-screen instructions

### To rent a movie simply follow these steps:

Select Menu > OnDemand > OK > Movies > OK > Select a movie category > OK > Select a Movie.

Once the movie has been selected you have the opportunity to read about the plot or watch a five minute movie trailer to preview the movie before you buy. Have your purchase pin number ready and select RENT to begin the steps to purchase the movie.

The movie will begin once it is purchased and can be viewed multiple times during the 24 hour rental period. The most current movies will be listed in the JUST IN and New Release category. And all movies that are available to be viewed in High Definition TV will be in the HD on Demand category (including JUST IN movies). Many of the movies you want to see will be on XIT's Video on Demand 28 days before Netflix and Redbox. **We've got the movies. All you need is popcorn and an easy chair!**



## 2011 FRS Youth Tour Recipient

XIT Communications is pleased to announce that Jake Nordby has been named the recipient of an all expense paid trip to our nation's capital. Jake will travel to Washington D.C. in June as part of the FRS Youth Tour. Jake is a junior at Boys Ranch High School.

The Foundation for Rural Service's (FRS) annual Youth Tour is one of the most visible examples of the foundation's involvement with, and commitment to, rural youth. 2011 marks the 17th annual Youth Tour. Each year, in collaboration with NTCA member companies, FRS brings rural students from across the United States to Washington, D.C. for a four-day tour of some of the most historical sites in the nation. While there, students also learn about the telecommunications industry, as well as the regulatory and legislative processes. Educational sessions on these topics are greatly enhanced by site visits to the U.S. Capitol and the Federal Communications Commission, in addition to meetings with industry leaders and members of Congress. The students also are given ample time to explore the Nation's Capital and its many attractions. While there, the group visits such sites as the Lincoln and Jefferson Memorials; the Korean, Vietnam and new World War II Memorials; Mount Vernon, home of George Washington; the Smithsonian Museums; and, much more.

We do offer some new service packages: Simply Basic, Simply Connected, Simply More and Simply Everything. These are bundled service packages that start out with just basic telephone service and then bundle such other services as TV, Internet, long distance and other features. You can take as little or as much as you want. Or, you may simply subscribe to our services ala carte. We can review your account and visit with you about all your options!

In addition to our expanded channel lineup, which gives you more choices, the DVR and VOD features of our new system make your TV viewing more convenient. With our Digital Video Recorder service, you can record your favorite shows and play them back later. You can even PAUSE LIVE TV and replay it. Our Video on Demand service makes HUNDREDS MORE movies and events available to you. And, the best part about Video on Demand is you get to watch the movie when the time is right for you. Just rent it ... view it ... pause it ... play it ... rewind it ... or view it all over again within the 24-hour viewing period. Our new DVR and VOD features put you in control of your time and your TV viewing!

We're excited about our new service, and we hope you are as well. We want you to experience the best TV ever and learn how to fully utilize all the features that our new IPTV service has to offer. Please call us when you have questions or need help. We know that with anything new there is a learning curve, and even when the new is awesome, it can be frustrating to make the change. We are focused on getting customers converted as quickly as possible. We want to help you. Please call us with all your questions and issues regarding our new IPTV service! We do appreciate your business and are here to serve you!

## New IPTV Service Conversions

When we began converting customers to our new IPTV service, we started the process with customers that were most interested in HD TV, DVR and VOD. We have worked our conversions based on customer request. However, the new IPTV system and the old NextLevel technology are different. And, it has been necessary to convert all customers in a particular neighborhood at times to avoid interference from the new system on the old system. We will continue working conversion request orders and will also begin a systematic conversion of all customers to the new IPTV system. Please contact our offices today to get your order in to convert to the new system. We have lots of programming and feature options for you to consider.

## Caller ID on NEW IPTV Service

To our customers on the new IPTV service, we know you are missing your on-screen Caller ID. We are missing it on our TV's at home as well! So, here's an update. We have started converting customers to our new Genband Soft Switch, which will enable this feature to work on the new IPTV service if you have subscribed to Caller ID as part of a bundled service package or as an individually priced feature. Please call your local XIT office for more information about Caller ID.

## Rumor Has It...

One thing small towns are well known for is, well, shall we say "coffee shop talk"? Yes, that would be it. And, yes we know XIT has been the subject of some conversations around town due to the sale of XIT Wireless to AT&T. So, we would like to make sure that you, our valued customers, have the correct information. XIT has only entered into an agreement to sell our wireless service to AT&T. We will continue to serve the communities of Dalhart, Stratford, Texline, Boys Ranch, Channing and Hartley with the very best local residential and business phone service, long distance, high speed Internet and our new IPTV service. And, XIT will also continue to serve the same rural areas of Dallam, Hartley and Sherman counties that we have served for the past 60 years with rural phone service.

Thank you for supporting our wireless business for the past 20 years. We appreciate your business. XIT will continue to bring state-of-the-art technology to the areas we serve.





**NEVER!**

**NEVER!**

**NEVER!**

## It's a Scam!

When we saw the latest email solicitation asking our customers to confirm their xit.net account information, it looked surprisingly real and official. But, make no mistake about it. XIT is NOT going to ask you to confirm or verify personal information like your username, password, birth date, social security number or any other personal information via email. **IT IS A SCAM!!** Occasionally, our IT department will email our Internet customers to make them aware of some type of maintenance that has to be done to our system. But the email will NEVER request account verification. It is simply a way for us to let you know when we have to perform equipment maintenance that may temporarily interrupt your service. **Call us if you have questions or contact our Internet Help Desk at 1-800-687-0780.**

**NEVER!**

## Prize Winning Photo is a Beauty

Each year, we are continually amazed by the beautiful photos that are submitted to our annual XIT Communications Regional Directory Cover photo contest. This year was no exception. Twenty-five people submitted one hundred and twenty-one photos to be considered for the directory cover.

The winning photo of a gorgeous Cholla Cactus in full bloom was taken by Beth Bowles of Adrian, Texas. The picture was taken at the Bridwell West Ranch off of I-40 near Adrian. Beth teaches 4th grade at the Northwest Elementary school in Hereford. She loves photography and uses many pictures that she takes in the classroom to illustrate lessons in Science, Social Studies, Math, or Language Arts. She uses the photos to create an "experience" for the students, so they can see and experience the beauty of Texas and other places in the same way that she has seen it. For Beth, photography is more than a hobby it is a passion. She says, "I drive my family crazy because I am always making them stop so I can take a picture of a flower blooming, snow falling, or a deer jumping over a fence!"

This year's prize winning photo was taken in June when the Cholla are blooming. Beth had been thinking about combining the beauty of a blooming flower with a gorgeous West Texas sunset. So, one evening she grabbed her camera and headed out to take pictures. After taking several shots as she traveled around the ranch, she took this prize winning photo. It is truly lovely and captures the beauty that surrounds us all here in the Texas Panhandle.



The prize winning picture of a Cholla Cactus flower in full bloom was taken by Beth Bowles of Adrian, Texas. This shot was taken at the Bridwell West Ranch off of I-40 near Adrian.

Congratulations, Beth! And, a big THANK YOU to everyone that submitted a photo.

The 2011 XIT Regional Directory will publish in July. We look forward to seeing this beautiful picture grace the cover. Our directory includes listings for twenty communities, including Amarillo and Canyon. It also includes local government pages, informational pages and a great yellow page section so you can find the services and merchandise that you need. Look for your directory to come in the mail in July. Extra copies will be available at all of our retail locations.



Sharon Ruland presents a \$100.00 check to Beth Bowles (left) of Adrian, Texas for her prize winning photo of a Cholla Cactus flower blooming in the sunset.



## The Death of the Small Business Server

I bet the title got your attention. And yes, that is a bold statement to make. However, if you can get past “tradition” and status quo, you will see that small businesses are on the threshold of some pretty amazing technological changes.

But, before I start blasting away at the small business server model, let me give some background: When someone starts a business, they typically have one PC. However, once this business starts to grow and more people are hired, the need for more PCs increases. As these PCs are added, the need for a true network is created. As the business grows, this model becomes clunky. SO, most businesses go out and buy a machine dedicated to providing a central location for all files to be located: the SERVER.

Typically, no one sits down and types at this machine. It sits quietly in a closet somewhere, serving out files as people request them. At night, a backup program copies all of your company’s key documents in case of catastrophe.

The problem with servers is that they break down. And when your server goes down, NO ONE works. In addition, servers must be replaced every three or four years. It’s typically because they can’t run software developed three or four years after they were built. So, every company starts budgeting to spend quite a few thousand dollars every four years for a new server.

However, a new model has emerged that has challenged this entire premise: Cloud Storage. Basically, instead of you buying equipment and paying some tech guy to configure it, you “rent” space on a secure server in a data farm. You access it over the Internet. All of your files are backed up automatically, and (this is a big one), you can access these files EVERYWHERE on ANY device.

The largest players in this market are Google and Dropbox. Google Apps and Docs allows storage of typical office documents (Word, Excel, Powerpoint, PDFs, etc.). Dropbox takes it a step forward by keeping a local “copy” of the files on your system. Using both of these tools, most small businesses can eliminate their servers altogether.

Dropbox is a combination program and service. You download the free program (<http://www.dropbox.com>) onto your PC. You then create an account with Dropbox. A folder appears on your computer. Copy any files you want into that folder. Now, go to another computer in the office, or even at home. Download the Dropbox program again, and this time, login to your existing account. A folder will be created on THAT computer and will automatically start populating with the files from the first computer! Whenever you save an updated file in that folder, it is automatically copied to all of the other drop boxes on the account. Voila! Instant server! You can even download apps for your iPhone, Android, iPads, and other devices and access your files ANYWHERE.

With Dropbox, you get 2 gigabytes of space free. For 50 gig, it runs \$9.99 per month. 100 gigabytes is \$19.99/month. But if you compare that cost against the price of a new server, server software, backup system, and an IT guy to set it up and maintain it. While “Dropbox” has been my favorite, they are not the only player in this game. A quick Google search on “cloud storage” will yield a number of other competitors. Keep in mind that the more you use the “cloud” for your data, the higher reliance you will have on your Internet Service Provider. But that’s why you chose XIT in the first place.

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# Trouble Reporting

When you experience trouble with any of your XIT services, contact XIT immediately! We take trouble calls very seriously. Please don't assume that we are aware of a problem without reporting it. We can't fix it if we don't know about it. Trouble issues can be reported to any of our retail or business offices or call toll free 1-888-858-0886 (if out of area) or 806-244-0811 in the Dalhart area. The Internet HELP Desk toll free number is 1-800-687-0780. If you prefer to email your trouble issue to XIT, please do so by emailing [noc@xit.net](mailto:noc@xit.net).

When reporting trouble, always be ready to explain in as much detail as possible what you are experiencing with your service. If you are reporting trouble with your ITPV or cable TV service, it is very important to provide the channel number or numbers that are displaying the issue. Often times our customer service personnel can help you resolve your issue when you call in. If not, a trouble ticket will be generated.

Your satisfaction is important to us. **If you don't get a quick resolution to any trouble or disruption of service, please re-contact XIT as soon as possible and request that your issue be escalated to management.**

## Buried Cable Location Assistance

Remember, always call before you dig! Call Diggtest at 800-344-8377. Please contact XIT 48 hours in advance before digging to request a line locate. Call 244-0811 or toll free 1-888-858-0886.

## Questions about Your Service or Bill?

If you have questions about your services or billing inquiries, contact your local XIT Retail Location or call Dalhart at 244-3355 or 384-3311; Stratford at 366-3355; and Vega at 967-3355 or call our Toll Free number at 800-232-3312. If you prefer to send your inquiry by email, please email us at [customerservice@xit.net](mailto:customerservice@xit.net).

## “Do you know how fast you were going?”

It's all about speed when it comes to using the Internet and XIT wants you to know just how fast your Internet is and how fast it can be. XIT has made extensive upgrades to our electronics to provide our customers with the fastest, most reliable and affordable high speed Internet. We now offer Internet download speeds of 3, 6, 12 or 20 MB. Now that's fast! So, get in the fast lane with High Speed Internet from XIT.

Check your download speed today. Go to [www.xit.net](http://www.xit.net) and click on the “Test your Internet Connection Speed Now!” If you want fast, you'll want Internet from XIT...call us today!



## KARAOKE is FREE from XIT

Did you say Karaoke? Yes, XIT has FREE KARAOKE on our new IPTV system. And, it is fun! It will put a smile on your face and there will definitely be some laughter in the room when you select one of the many popular songs from our FREE on Demand Karaoke Music.

Music from The Karaoke Channel features the greatest hits of all times for you to sing along with! To access our selection of Karaoke music go to:

### Using your remote...

Select Menu > OnDemand > OK > Free on Demand > OK > Music > OK > Karaoke > OK > Select Type of Music > OK > Select Song > Rent

Enter Purchase PIN to rent at no charge. **Have fun!**





# Donated Internet Service Benefits Community

For the past nine years, XIT Communications has donated over \$4,000.00 worth of Internet service to the Dallam-Hartley County Library and to the Sherman County Library. Both libraries currently receive 3 MB download



Dallam-Hartley County Librarian, Gail Holmes, looks on as Rob Rooney of Dalhart uses one of the library computers.

high speed Internet from XIT at no charge and have computers available for community access.

With recent renovations complete, the Dallam-Hartley County Library looks great! They now have a dedicated research and study area, comfortable children's reading area and more room for books, periodicals and new computers. Currently the library has four computers available for public access and a new six station computer hub that will allow them to increase the number of public access computers to twelve. The Sherman County Library currently has twelve community access computers.

Gail Holmes, Dallam-Hartley County Librarian and Sandy Baskin, Sherman County Librarian agree the computers are a wonderful asset for the libraries. They are regularly used by the community and an important part of the library. With everything on the Internet, the computers and Internet service are used for online job search and application, college course work, tax forms, Internet banking, homework, email, research, applying for Social Security, Medicaid and Medicare benefits and much more.

At the Sherman County Library students come in after school to use the computers for homework, games, check email and social networking. And as Sandy Baskin said, "not everyone has access to a computer and the Internet at home, so the students come to the library to use the computers." There are time limits and guidelines for the computer use so everyone that needs to use them has the opportunity to do so.

Gail Holmes stated that people traveling through Dalhart will often stop at the library to check their email. And, when seasonal or temporary workers find themselves in Dalhart, they will also stay in touch with their families via email using the library computers. Each library has specific computer and Internet usage guidelines.

Check out your local library for a good book and enjoy all the services that they provide. XIT Communications is proud to be able to support both libraries by providing them with high speed Internet service for the community and for the library employees to use as they do their jobs.



Newly renovated and expanded Dallam-Hartley County Library.



Dallam-Hartley County Librarian, Gail Holmes, in the new research and study area of the library.



Sherman County Librarian, Sandy Baskin, directing students as they come in after school.



Both computer hubs in the Sherman County Library contain 6 computers and are used by student on a regular basis after school.

is a quarterly publication for **XIT Rural Telephone Cooperative, Inc.** members, **XIT Communications** and **XIT Wireless** Customers.

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## Payment Night Drop

For our customers' convenience, we have recently installed a new night drop slot at our XIT Rural Telephone Cooperative location on US Highway 87 North. If you need to drop off a payment before or after business hours, this can easily be done at any of our retail locations and now also at our headquarters office building. Using the night drop is quick and convenient. Just drive up and drop the payment off without getting out of your car. The new night drop at our XIT Rural Telephone Headquarters office is located a short distance from the drive up window.

PRESORTED  
STANDARD  
US POSTAGE PAID  
PANHANDLE  
PRESORT  
SERVICES, LTD

12324 US Highway 87  
Dalhart, TX 79022



Night Drop directional sign that is located on the front of the XIT Rural Telephone building located on Hwy 87 North in Dalhart.



Night drop is located as short distance past the drive up window.

## New TV Commercials

Have you seen our new commercials about our new services? They should put a smile on your face and we hope you enjoy them! Our cable kid character is very cute and a talented actor. Six different commercials are currently running on the following channels: TNT, TLC, Discovery, A & E, Lifetime, TBS, USA, Fox News, CNN and ESPN.