

from guest columnist  
**Eric Spellmann**



## Web 2.0 – The Internet Evolves

Every once in a while, technology takes a startling leap ahead. Call it an evolutionary “fast-forward.” Web 2.0 is such an event. It is basically changing all the rules as it relates to how people use the Net. But I’m getting ahead of myself. To understand this important change, you need to remember Web 1.0...

For the longest time, websites were nothing more than virtual billboards, online pamphlets for businesses. During the dot-com boom, companies paid designers huge sums to develop these colorful but static sites.

Recently, programmers have discovered ways to make sites more interactive, more dynamic. The sites operate more like a program than a “pamphlet.” We call these types of sites, Web 2.0 applications. To get an idea where the Web is going, take a look at my current favorites:

**Google Maps** All of us have seen various mapping sites out there, but Google Maps was the first to add Web 2.0 features. Specifically, the ability to “grab” the map and move it, zooming with your scroll wheel, and “dragging” your route make this site extremely user friendly. <http://maps.google.com>

**PhotoShop Express** Adobe has long been known as the leaders when it comes to photo manipulation. PhotoShop is found on the computer of most graphic designers. Well, they’ve just released a beta of their FREE online version: PhotoShop Express. While it doesn’t have every feature, it has the most commonly used features most amateur photographers use. <http://www.photoshopexpress.com>

**Kayak** I love this site. Basically, it is a travel site, but instead of giving you its own set of airfares, it actually searches all the big names in travel and gives you THEIR best deals. You’ll notice the Web 2.0 features right away. <http://www.kayak.com>

**Zoho** If you don’t have Microsoft Office but need the same functionality, look no farther. This site pushes the limits of Web 2.0 by transforming your web browser into an office suite, complete with word processor, spreadsheet, database, and a host of other programs. <http://www.zoho.com>

I’m very excited about the future of the Web. Newer, more interactive sites are being launched daily. You may never have to buy software again!

Eric Spellmann is the Owner and President of Spellmann & Associates, a technology company offering employee training, website design, PC repair, and network maintenance. He is a featured speaker at a number of state and national technology conferences and writes a syndicated column in fourteen newspapers. In addition, he produces a weekly television segment for his local ABC affiliate. To contact him, visit his website, <http://www.EricSpellmann.com>

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## PC Air Cards Available at XIT Wireless

In today’s business environment, the PC Air Card is a fast and easy solution for laptop users who need a wireless connection to the Internet. It’s just one more way to get the job done, stay connected to customers, and keep up with a busy schedule. The high quality and reliability of the Sierra Wireless Air Card makes it one of the most popular air cards on the market today, and it is available in both the 875 and 875U version at your local XIT Wireless Customer Care Center. Being connected any where, at any time, is as simple as selecting a rate plan that fits your needs; loading a “quick and easy” software, and inserting the air card in your laptop. Let XIT Wireless complete your mobile office today. XIT Laptop ConneXion Plans start at \$39.99.

# XIT Connections

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## XIT Becomes Island in TDMA Stream No More TDMA Roaming

If you still carry a cell phone that relies solely on analog or TDMA technology, the end is near for this technology. With the recent turn down of neighboring wireless carriers’ TDMA service (AT&T, Dobson, PTCI) and associated links with Plateau, XIT Wireless has literally become an island in the TDMA wireless stream. Our customers can call locally to each other and can still call out of the area, but TDMA wireless roaming is no more. XIT has plans to turn down our TDMA system by mid summer.

At XIT, we value all of our customers and want to make your transition to GSM technology as simple as possible. We have a large selection of GSM phones and accessories from which to choose. We even have a GSM bag phone or permanent mount option.

In our efforts to increase coverage and improve signal strength, XIT has added numerous GSM cell sites. We currently have 40 towers, with plans to add more. Plus, we have found that by using portable amplifiers in the vehicle, our customers can enhance their signal strength and improve their geographic coverage significantly within our remote rural service areas.

To make the transition from TDMA to GSM more affordable, we will be offering GSM phones and our Call Capture Amplifier at discounted rates to our TDMA customers, from now, and until we turn down our TDMA service mid summer.

XIT has several competitive GSM rate plans to fit your lifestyle. These plans offer more minutes, regional and nationwide roaming with no long distance charges, unlimited night and weekend minutes, FREE XIT mobile to XIT mobile calling, family add-ons and more.

If you need assistance in evaluating your wireless needs, we have representatives who will work with you one-on-one. Please call or visit your local XIT Customer Care Center, today, for more details.

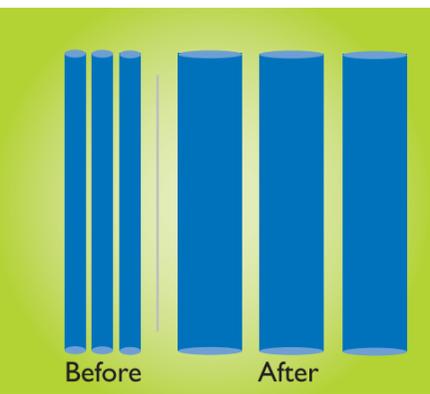


## XIT Selects FRS Youth Tour Winner

XIT is proud to announce that Hereford High School junior, Nathan Paschel, was recently selected to represent XIT Communications and XIT Wireless in the 2008 Foundation for Rural Service Youth Tour. Nathan is the seventeen-year-old son of Ralph and Grace Paschel of Hereford, Texas. As the winner of the FRS Tour, XIT will provide Nathan with an all expense paid trip to Washington, D.C. This year's tour will be held from Saturday, May 31st through Wednesday, June 4, 2008.

On Saturday morning, Nathan will board a plane for Washington, D.C. where he will join over 100 other high school juniors and chaperones for a four-day tour of some of the most historical sites in the nation. While there, he will 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 U.S. Department of Agriculture, in addition to meetings with industry leaders and members of Congress.

Nathan will also be given ample time to explore the Nation's Capital and its many attractions. While there, he will visit 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.



## XIT Migrates to Larger Internet Pipe

XIT Communications is proud to announce that XIT has changed its IP provider from Verizon to AT&T. We have moved from a DS3 (smaller pipe) to an OC3 (larger pipe). What does that mean? Well, to put it simply, it means that we have more than 3 times as much bandwidth to the Internet as we did on the smaller DS3 pipe.

We have moved all of our customers from Provider IP (Verizon and AT&T) addresses to XIT's very own IP addresses. There will be no more changing customer IP addresses should we change providers. Did we hear a sigh of relief on that statement?

We have also migrated to a different routing protocol. This means no more downtime should we change providers. Now, we can offer multiple routes or redundancy to the Internet. We can increase bandwidth to the Internet without affecting service.

We appreciate you as our Internet customers. We send a special thanks to each of you who have worked closely with us through the whole process of upgrading our Internet system.

## XIT Wireless Has the GSM Solution for Monitoring Your Irrigation Sprinkler

When your cell phone rings, it could be family or friends, or it could be your Irrigation Sprinkler calling. It won't be a rousing conversation, but it may be your most important call of the day!



XIT Wireless has provided a method for monitoring irrigation sprinklers via an analog phone line for several years. But, as the wireless industry technology has changed, it is time to upgrade your TDMA irrigation sprinkler monitoring system with a GSM solution from XIT Wireless. If you need dial tone at the pivot, let XIT Wireless get you fixed up with the new Telular SX5e Fixed Wireless Terminal.



Chad Hicks, manager of the 14-Mile Ranch, has installed the Telular SX5e Fixed Wireless Terminal on both Valley and Zimmatic sprinklers. He tells us that they are working great for him. Chad said, "The installation was quick and easy. It takes about



ten minutes to plug in the phone cord, attach the antenna, and connect to the power source, and then, you're ready to go." What Chad likes best about this method of monitoring his irrigation sprinklers is that he can quickly dial into his sprinkler, and speak the commands: "Start it, stop it, speed it up, slow it down, or change directions. I can do all this from my cell phone ... anything I can do standing in front of the pivot, I can do remotely with my cell phone and the SX5e Fixed Wireless Terminal installed at the pivot!"

According to Chad, "These GSM units are invaluable tools for the farmer. We can't afford to have our sprinklers go down with the natural gas and fuel prices what they are today." Chad obviously likes the new system, and he said, "If anyone has a question about how they are working, just have them give me a call."

When you need dial tone in a wireless world...you need the Telular SX5e Terminal - an easy, affordable solution for remote monitoring. Contact XIT Wireless for upgrading your TDMA system to the new SX5e Fixed Wireless Terminal.

## It's Time to Place Your Directory Advertising

Yes, another year has rolled around, and XIT's directory sales are under way for the yellow and white page advertising in the tenth edition of the XIT Communications' Regional Telephone Directory. XIT's directory targets customers in your business area. It's the easiest way to let customers know what services you offer, where you are located, what your store hours are, and how to get in touch with your business.

If you are interested in advertising in the directory that targets the area where your customers do business, call the XIT Marketing Department at 384-3311 or 1-800-232-3312 and set up a time to discuss all your advertising options in the new directory.

The deadline to advertise in the White Pages is May 2nd, and the deadline for the Yellow Pages is May 23rd. Call today to be included in the 2008 XIT Directory.

## XIT Communications' Regional Directory

*With the features offered in the XIT directory, you no longer need to carry multiple directories. Everything you want is located in one, convenient, and easy to use location.*

Convenient Size • Large Print on Quality Paper  
Local and State Government Sections • Amarillo/Canyon Listings  
Numerical Listing Section • Customer Information Section

## Contacting Customers Made Easy with "NEW" Automated Messaging Service

With XIT's newly implemented Automated Messaging Service, we can contact our customers regarding important reminder notices, service upgrades or new product information in a timely and cost-efficient manner. The new automated system enables XIT to compose, record and deliver a short message to all or a select few customers via landline or wireless phone.

