N E W S L E T T E R   J U L Y   2 0 0 9

VISIT OUR WEBSITE FOR CURRENT NEWSLETTERS, NEWSLETTER ARCHIVES, OR TO SIGN UP FOR NEWSLETTERS VIA EMAIL

Bandwidth (Yes, Again)

Two customers asked us questions this month which may also be of interest to others. One was trying to grasp the concept of bandwidth, and why we have to charge for excess usage. His "aha moment" was when he finally said "Oh, so you have to *pay* for the bandwidth you provide to your customers? Now I get it!"

He perhaps thought that we pick it up over wireless airwaves, like broadcast television, while in reality we connect to the global Internet backbone over multiple fiber trunks (which are fairly expensive).

However there's more to it than that. We can certainly purchase as much bulk bandwidth as we need (over the fiber) and keep adding more as required … but the limitations are not external, they are in local distribution over the wireless network out to our customers.

The bandwidth that flows to and from OCS over our fiber trunks is like an 8-lane interstate on the Midwestern plains … that traffic moves very fast and without restriction. But once it hits town it requires a careful traffic management system to avoid snarls and tangles and serious jams over a network of many much smaller roads.

Anyone who's ever driven in a large third-world city knows what the lack of traffic management can be like – and that is precisely what the OCS system of speed and bandwidth controls is designed to avoid, so that everyone receives reliable and consistent service.

The second customer asked, "How can I download Netflix movies when I would quickly run into excess bandwidth surcharges?" He went on to say that none of his friends at other ISPs have limits like OCS does.

First, we know that virtually all ISPs do in fact impose limits, but they aren't open about them and they apply them very arbitrarily and typically very abruptly. And, online video is creating a serious bandwidth problem over the Internet … it doesn't take too many Internet users in a given neighborhood watching online TV or movies to bring speeds to a crawl for everyone, no matter which ISP they use.
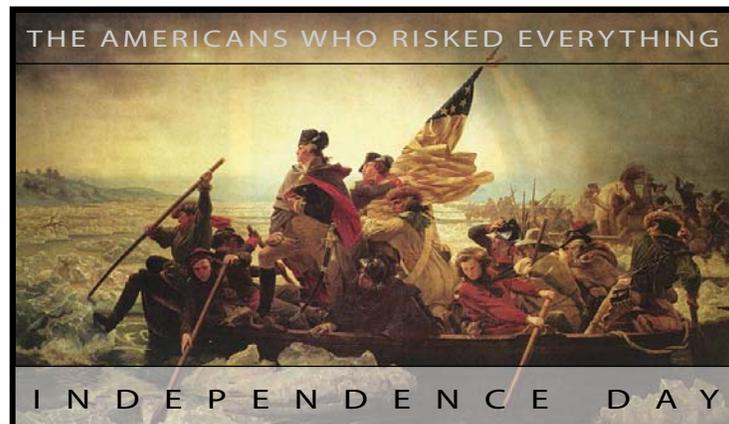
This is especially ironic with Netflix, since they provide an excellent movies-by-mail service that's fast and efficient and uses no bandwidth at all. We believe this is a case where instant gratification, or "I want it now," has simply gone a bit too far.

"Monthly YouTube traffic alone is now equivalent to the total bandwidth generated across the entire global Internet in all of the year 2000."

The Internet was never designed for this, and services like online video and online backup have nothing to lose because the customer's bandwidth usage is not their problem. (*See also "Study says cyber-space is filling up" in our June 2009 newsletter.*)

THE AMERICANS WHO RISKED EVERYTHING

INDEPENDENCE DAY

For the fascinating story of those who signed the Declaration of Independence and their fates, please see **porterville.com/veterans/signers**

The OCS home page has received more than 12.9 million hits – contact us for local advertising information!

Work from home!
OCS can connect your home to your office or tie multiple offices together at high speed and with full VPN security, anywhere in the Valley or beyond …

THE *NATIONWIDE* OCS REFERRAL PROGRAM
If you refer a friend, family, or business associate to OCS, tell them to mention your name and you'll receive up to a month of free service! **Our subscribers have earned $57,260 so far** – click *Referrals* on our home page for details! Your friends may simply click *Subscribe* to sign up online.

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MORE THAN 355 MILLION VIRUSES, SPAM, AND PHISHING ATTEMPTS HAVE BEEN STOPPED BY THE OCS CENTRAL SYSTEM!

Illegal File Sharing Could Cost You BIG Bucks

Watch out for file sharing programs!

A Minnesota woman accused of sharing songs over the Internet was recently charged with a $1.92 million verdict for illegal copyright infringement.

The unauthorized sharing of music and video files is usually a violation of state and federal copyright laws and is therefore illegal. Several agencies actively monitor and trace copyright violations over the Internet, including the Record Industry Association of America (RIAA) and the Motion Picture Association of America (MPAA). They can easily identify the IP address and the precise date and time of the violation, and if that information points to the OCS network we are required to identify the customer who was using that address at the defined time. These agencies are very aggressive and large fines have resulted from their many prosecutions and convictions.

If you or your children are sharing or otherwise transferring music or video with friends over the Internet, be absolutely certain that you are doing so legally – do not violate copyright laws!

Stuck in a contract?
Show us your binding paperwork and we may be able to waive up to $100 from your OCS startup costs to help offset your early termination fee with Brand X!

WIRELESS SERVICE AREAS

- Porterville
- Springville
- Pleasant Valley
- River Island
- Globe Drive
- Strathmore
- Terra Bella
- Lindsay
- Exeter
- Badger Hill
- Visalia
- Yokohl Valley
- Camp Nelson
- Success Valley
- Richgrove
- East Delano

Website Statistics

What we use at OCS to optimize website development

At OCS we've always done a fairly steady business in new website development and remodels. One of the first questions we always consider is, "how large should the display area be?"

The answer has changed over the years. In the mid-1990s, most computer monitors were still fixed at a screen resolution of 640x480, meaning that the maximum viewing width was around 600 pixels.

That standard was gradually replaced by 800x600, but while there were still a large number of 640x480 users we couldn't create wider websites without resorting to nasty horizontal scrolling on the older monitors. So, users of the new monitors tended to see a lot of blank space surrounding web pages that were still around 600 pixels wide.

As the majority moved toward 800x600, web designers started to add new columns in the wider available space. The standard has been 1024x768 pixels for some time, but that number is now below 50% and larger monitors (higher screen resolutions) are moving into the new majority … widths of 1200 and 1600 are increasingly common.

How do we know? We use logs that record every visit to our websites and gather a variety of useful statistics. For example, of the 271,000 page views at ocsnet.net and porterville.com last month, only 7% were still using 800x600, 44% were using 1024x768, and the rest were all larger. That's a good representative sampling, so we know we're safe with designs of up to around 1000 pixels wide.

Similarly, every design needs to be tested in all of the most common browsers, since each tends to have its own idiosyncrasies. So, from our stats logs we know that about 92% are using Windows (mostly XP) and just under 5% are using Macs (all OSX) … while 77% are using MSIE (mostly IE6 and IE7), around 20% are using Firefox, and Safari is at about 2%.

Beyond these numbers the variety and percentages tend to be scattered and only fractional, so we don't worry too much about them when designing and testing.

"Since your guys changed the location of my antenna I'm getting perfect service, just wanted to thank them." -PG

"Your techs were very professional and did a good job when they installed service this morning." -KP

OACYS INTERNET SERVICE PLANS

| Plan Name | Average Speeds | | | B-M-W[1] | One-Time Fees | | | Monthly Service |
	Min	Typ	Max		Service Activation	Install/ Configure	Equipment Deposit	
				1 Bandwidth-Mailboxes-Webspace (see notes)				
DIALUP	26K	40K	53K	1-5-5	25.00	-	-	24.95
Accelerator	Typically 2-5X faster			-	-	-	-	+5.00
WIRELESS | STANDARD 2.4 GHz								
24 Basic	125K	500K	750K	10-5-5	25.00	100.00	100.00	49.95[2,3]
24 Premium	250K	1M	1.5M	15-5-5	25.00	100.00	100.00	79.95[2,3]
24 Business	375K	1.5M	2M	20-10-10	25.00	100.00	100.00	129.95[2,3]
WIRELESS | SPECIAL CASES 900 MHz (where available)								
900 Basic	125K	375K	750K	5-5-5	25.00	100.00	100.00	59.95[4,5]
WIRELESS | MISSION CRITICAL 5.8 GHz (where available)								
58 Premium	250K	1M	1.5M	15-5-5	25.00	100.00	100.00	99.95
58 Business	375K	1.5M	2M	20-10-10	25.00	100.00	100.00	129.95
58 Professional	500K	2M	3M	25-25-25	25.00	100.00	100.00	159.95
58 Corporate	750K	3M	4M	30-30-30	25.00	100.00	100.00	199.95
58 Enterprise	1M	4M	5M	40-40-40	25.00	100.00	100.00	249.95

All plans include automated central email virus scanning, email spam filtering, and website parental controls. Some plan types permit webspace for personal use only. Wireless installation and deposit package may be paid in installments upon request. All speeds are symmetrical (same for upload and download) within the OACYS network only. All plans terminate at OACYS Porterville headquarters and transport to the Internet via dual T3s over dedicated OC12 fiber optic circuit. All plans subject to change without notice. Pricing and terms are current at the date of this newsletter and supersede previous versions. For footnotes 2,3,4,5 surcharges may apply. Please check with our office for additional details.

I Didn't Know That!

- OCS provides "A-to-Z" technology services
- Complete computer service and repair shop
- Variety of Internet access plans and packages
- Professional website development and hosting
- Programming and custom development
- eCommerce solutions
- Computer and Internet technology consulting
- Secure branch office inter-networking
- Internet-based "VOIP" telephone services

*To set Account Preferences or make Payments Online, click **UserAdmin** on our website*

On the road? Call our toll-free support at 888-OACYSCOM