

Enternet Provides Sophisticated Advertising Solutions



When newspapers like the Detroit News/Detroit Free Press and the Houston Chronicle need the best, most efficient solutions to manage their customized advertising insert processes, they go to Enternet (www.enternetworldwide.com). Enternet manufactures, sells, and services the most advanced newspaper inserter and collator control systems, as well as bindery line control systems and mailing control systems to direct mailers.

According to Chief Executive Officer John Sprieser, "Our customers include not only newspapers throughout North America, but commercial publishers like R.R. Donnelly and direct mailers including Berlin Industries in Carol Stream, Illinois. The complex algorithms in our software enable all of our customers to customize their commercial insertions." Sprieser added, "Failure rates tend to be high in processes involving paper. Enternet's software flags items that have miss-fed or otherwise failed in the print run and will restart the failed items and insert them in the correct order."

With headquarters in Lisle, Illinois, sales people in California and Virginia, and customers worldwide, Enternet relies on reliable, high speed communications to stay in touch. "Our integrated T-1 service enables us to send our customers frequent software updates and enhancements on a realtime basis," John Sprieser explained. "In addition, we can easily diagnose system problems for our customers by having them send their databases to us by email."

"We have been pleased with the service provided by Ron Bohm and [King Communications](#) Sprieser explained. "We are in the computer business-that is our focus and our passion. We do not have in-house telecom expertise and Ron has done a good job of recommending cost effective services to us. Moreover, we can count on Ron to step up to the plate in an emergency. For example, when one of our service providers suddenly went out of business, leaving us without service,

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Communications News You Can Use!

When You Decide to Increase Your Bandwidth

Sending and receiving data or downloading documents and images are integral to every business today. Both speed and

Ron quickly found an alternative and had us back up to speed in a hurry."

Dynamic Integrated Access Circuits Provide Speed and Flexibility to Businesses

When a business decides that its broadband needs warrant a step-up to a T-1 or ISDN PRI high speed circuit, this may represent a significant leap in cost and technology. A **dynamic integrated access (IA) circuit** allows a business to make the most of their high bandwidth purchase. Dynamic IA circuits not only allow users to access both voice and Internet services over the same connection efficiently and cost effectively, they also provide flexibility for the business.



An IA circuit delivers "always on" Internet access along with local telephone service combined with long distance service. A dynamic IA circuit manages the bandwidth to allow Internet bandwidth to rise as the demand for voice bandwidth diminishes. Correspondingly, when voice traffic grows, the bandwidth for Internet access is decreased. Voice always is given priority over data.

For example, if a business needs 12 channels of simultaneous voice capacity at the peak hour and if each voice channel requires 64 Kbps of bandwidth (some products use more and some less bandwidth), then there will be a minimum of 768 Kbps of Internet bandwidth available at all times on an IA T-1. For the time each voice channel is idle, Internet bandwidth will rise by 64 Kbps.

Dynamic IA circuits may be provided with either T-1 or ISDN PRI circuits. The ISDN PRI circuit has one less channel than a T-1 but it may be a preferred alternative if DID (Direct Inward Dialing) service or caller id service is required.

Some of the advantages of a dynamically allocated T-1 or ISDN PRI include:

- **No wasted bandwidth** - The business uses all of its T-1 all of the time
- **Flexibility** - Bandwidth fluctuates according to business needs in order to maximize the quality of connection
- **Cost** - With a dynamically allocated circuit, it is easier to cost justify a move up to T-1 or ISDN PRI
- **Savings** - Bundling of Internet access, local phone service, and long distance provides cost savings and operational savings

The one disadvantage of IA circuits is that three applications may be

capacity are crucial. At the same time, every business needs reliable voice services to stay in touch with customers, sales staff, and maintenance. Of course, costs, savings and return on assets must be balanced with needs.

A dynamic integrated access (IA) circuit could be the answer to your business' needs. IA circuits provide high bandwidth and allow a business to make the most of their high bandwidth purchase. Dynamic IA circuits not only allow users to access both voice and Internet services over the same connection efficiently and cost effectively, they also provide flexibility for the business.

Give me a call at 888-776-7777 to find out more about better management of bandwidth in your business.

We hope you enjoy these newsletters and will forward them to others who could benefit from them! If you have suggestions for future issues or would like to be featured, please let me know. And if you would prefer not to receive our newsletter, just click on the Safe Unsubscribe link at the bottom of the page.

Ron Bohm, President
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Cassie's Tip Corner

When ordering new phone lines or when making a change of your long distance carrier, please remember to contact us with the new phone numbers. This will ensure that your

disrupted if the circuit is out of service. Fortunately, there are strategies to minimize the impact of such an outage.

[King Communications](#) can provide more information about the benefits of and strategies for implementing a dynamically allocated T-1 or ISDN PRI circuit. Give us a call at 888-776-7777 for more information or visit our web site at www.kingcommunications.com.

VoIP, then Wi-Fi and now VoWi-Fi



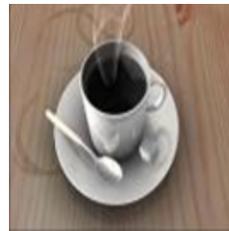
Anyone who has purchased a laptop recently knows that most laptops shipped today are Wi-Fi (wireless fidelity) enabled. There are more than 62,000 Wi-Fi "hot-spots" worldwide in restaurants, hotels, airports, and campuses, according to the Wi-Fi Alliance, an industry trade group.

At the Interop 2005 conference in Las Vegas this month, one of the latest developments coming in Wi-Fi may involve using another technology frequently in the news: VoIP (Voice over Internet Protocol). VoIP allows the transmission of phone calls over the Internet. And now experts say Voice over Wi-Fi -- or VoWi-Fi -- for phones, laptops, and PDAs may not be far off.

The convergence of voice and data networks will have important implications for the way businesses communicate. One future vision for VoWi-Fi suggests office desk phones connected directly to Wi-Fi access points. VoWi-Fi could offer better coverage indoors and higher voice quality than traditional cellular services.

Workers Pick Web Over Coffee

As the line between professional and personal usage of the Internet becomes blurred, many employees have started to rely on the Internet to perform personal tasks during the work day as well as to complete their job duties.



According to a recent Harris Interactive poll conducted for Websense, when asked what they would be willing to give up - free coffee or use of their company's Internet connection for personal surfing - 52 percent of those interviewed were willing to give up their coffee. Only 44 percent said they would rather keep the coffee.

Half of the 300 employees surveyed who said that they use the Internet at work admitted that they use the Internet for both business and

new lines receive your contract rate.

About King Communications

King Communications, Inc. helps you select, implement and support the best, most cost effective telecommunications solutions for your company. We provide a single point of contact for all your communication needs and make it transparent to you that multiple vendors may be providing your service. When you choose King Communications, Inc. as your telecom partner, you can be assured that your telecommunications services will produce results for your business, leaving you free to focus on managing your business.

For more information about how King Communications can help your business, please contact Ron Bohm at 847/776-7777 or visit our website at www.kingcommunications.com.

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personal chores. 81 percent of respondents said their most frequent personal use of the Internet was accessing news web sites.

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