



THETA
ENTERPRISES, INC.

NEWSLETTER

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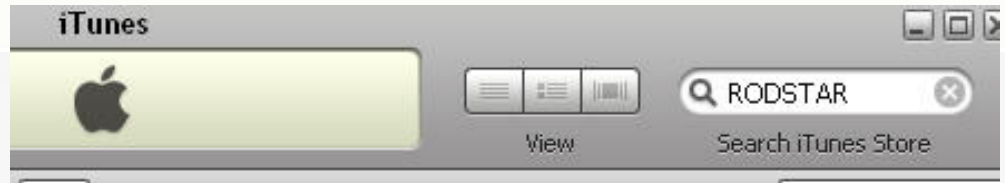
<http://www.gotheta.com>

or <http://www.xspoc.com>

Rod Pumping Optimization Podcast

In an effort to facilitate technology transfer in rod pumping, Theta Enterprises, Inc. is pleased to announce a new free tool for educating our customers about rod pumping. This new tool is the Theta Enterprises, Rod Pumping Optimization Podcast.

In case you are not familiar with "podcasts," let me explain what they are. First, the word "podcast" defined in Wikipedia (the most popular online encyclopedia) is as follows:

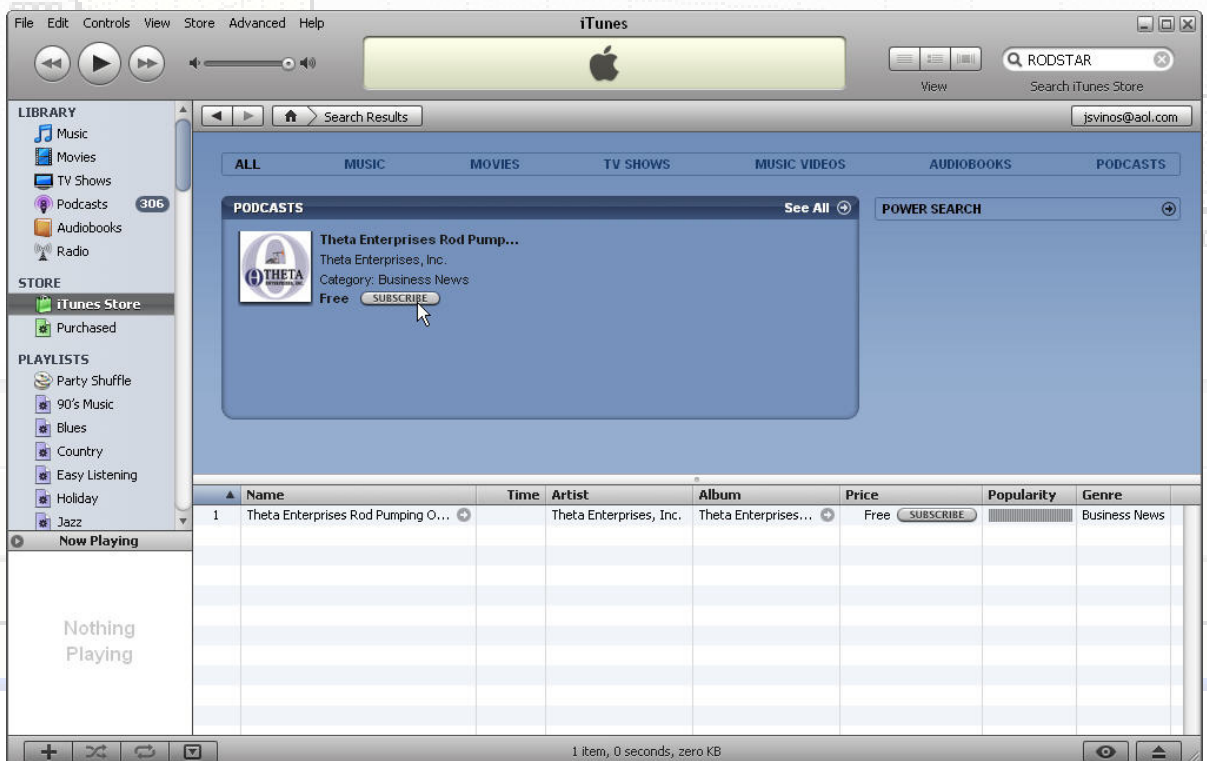


Podcasting, a portmanteau of Apple's "iPod" and "broadcasting", is a method of publishing files to the Internet, allowing users to subscribe to a feed and receive new files automatically by subscription, usually at no cost. It first became popular in late 2004, used largely for audio files.

The word "portmanteau" in the definition above means a new word formed by joining two others and combining their meanings. In other words, a podcast is an audio file that instead of being sent out as a broadcast (as in radio) it can be downloaded and listened to at any

time either on your computer, on an iPod, or on any mp3 player.

Those of you familiar with Apple's iPod and iTunes know that when you connect the iPod player to your computer, it automatically launches iTunes and synchronizes your files on your computer with your iPod. iTunes allows you to purchase music, movies, television programs and also podcasts which are typically free. Theta Enterprises now has its own podcast on iTunes that you can subscribe to. When you subscribe to the our podcast, every time you launch iTunes, it will automatically



check and download new episodes. We already have several episodes available for download as the following figure shows. To find the Theta Enterprises Rod Pumping Optimization Podcast on iTunes, search for “Theta Enterprises”, “RODSTAR”, or “XSPOC” in iTunes. Then click on the subscribe button.

You do not have to have an iPod to use iTunes. You can download iTunes for free from Apple’s web site at www.apple.com (click on “iPod + iTunes”).

Another way to download these audio files is from our web site at www.gotheta.com. From the main page, click on “online NEWS & PODCASTS” and then select the option you want. We even have a streaming option that allows you to listen to these programs right away, without having to download each file first.

Our goal for these Podcasts is to

bring you interesting and educational programs that will help you learn how to better optimize your rod pumping systems. For example, our first podcast is a discussion between myself and Terry Treiberg about XSPOC. Another Podcast is a presentation given by Mr. Dan Phillips of ConocoPhillips on the integration between XSPOC and Wellview. This was recorded at the Annual Midland Artificial Lift Forum. Another podcast is a presentation by Judy Roper also of ConocoPhillips on how they use Wellview to track failures. This was also presented at the Midland Artificial lift forum.

The last podcast is an interview I conducted in Midland, TX with Mr. Andy Cordova of Lufkin Automation on the SAM rod pump controller. If you like these podcasts and would like to hear more, please email me at jsvinos@gotheta.com

with your ideas for future episodes.

New Software Available for Download in January

New versions of RODSTAR-V, RODSTAR-D, RODDIAG, and XDIAG will be available for download on our website the first week of January. These include some bug fixes, and enhancements as described on our website.

One of the enhancements we made in RODSTAR is improved pumping unit size recommendations for Mark II pumping units.

If you have any questions about how to download these files, please call Rudy at our Brea office at 714-526-8878.

The screenshot shows the iTunes application window. The search bar at the top right contains the text "RODSTAR". The main content area displays the "Theta Enterprises Rod Pumping Optimization Podcast" page. The page features the Theta Enterprises logo, a "SUBSCRIBE" button, and a list of episodes. The episodes list is as follows:

	Name	Time	Artist	Release Date	Description	Price
1	XSPOC Automation Software	33:23	Theta Enterprises	7/21/2006	Terry Treiberg and John Svinos describe the...	Free GET EPISODE
2	RODSTAR-V and RODSTAR-D Techni...	22:35	Theta Enterprises	10/24/2006	Rudy Nesmith and John Svinos discuss tech...	Free GET EPISODE
3	USC Rod Pumping Optimization Lecture	1:25:58	Theta Enterprises	10/31/2006	John Svinos describes modern rod pumping ...	Free GET EPISODE
4	Integration of XSPOC and Wellview a...	42:27	Theta Enterprises	11/21/2006	Dan Phillips with ConocoPhillips discusses th...	Free GET EPISODE
5	Using Wellview for Failure Analysis at...	43:50	Theta Enterprises	11/27/2006	Judy Roper with ConocoPhillips discusses th...	Free GET EPISODE
6	The SAM POC from Lufkin Automation	28:43	Theta Enterprises	12/1/2006	Mr. Andy Cordova, the North American Sale...	Free GET EPISODE