



News Release

For Immediate Release

Innovative Systems IPTV Middleware Receiving Positive Reviews

January 21, 2011, MITCHELL, SD – The Innovative Systems Middleware solution has been receiving strong reviews from service providers and their customers alike. A new look and feel program guide, and additional subscriber amenities like Whole Home DVR, a current condition Weather App option, Web controlled DVR and an Android mobile phone based virtual remote are all being well received.

Venture Communications, a 10,000 plus subscriber telco in the Midwest, and original customer of the Innovative Systems Middleware, feels that the product is providing significant operational improvements as well as additional revenue opportunities with the addition of whole home DVR. According to Assistant GM Randy Olson, “What we are hearing from our customers has been positive thus far and from our end as a service provider it has been a pretty smooth transition to the Innovative solution. “ Olson adds, “I always like to see if I can find something bad about a new release product, but with this that hasn’t been the case.”

At least one new feature has been well received by the elderly customers at Santel Communications in Woonsocket SD. According to Greg McCurry, Santel’s Marketing Manager, “Our customers have enjoyed the DVR function of the new middleware and our installers have found the ability to change the guide size very beneficial for our elderly customers.”

One of the newer entrants into the market is Webster Calhoun of Gowrie IA. “Innovative’s IPTV Middleware, according to General Manager Daryl Carlson, offers us significant advancements from both the backend and customer facing pieces. All in all we are quite happy with the aggressive commitment by Innovative to enhance this video service.”

Ryan Tupper, Voice and Video Services Manager at Innovative Systems, had this to add regarding the solution, “With the departure of yet another middleware provider in this market we are convinced that continued feature development proves our commitment to the rural IPTV providers. As we add new customers each month it strengthens our position in the market and only confirms our belief that there will be fewer and fewer vendors in this space moving forward.”

About Innovative Systems

Innovative Systems is a dominant provider of voice and video services as well as OSS/BSS solutions to the telecommunications industry. The APMAX and Application Peripheral (AP) are the most feature rich and widely deployed voice and video service platforms in the IOC industry with over 1,000 systems in service interfacing with all switch types and IPTV networks. The eLation OSS/BSS solutions is the leading next generation solution and is deployed at over at over 100 customers providing fully integrated billing,

automated provisioning, financial and staking and mapping solutions for wireline, wireless, Internet, IPTV and CATV companies. For more information, please contact the Innovative Systems corporate office at 605-995-6120 or visit www.innovsys.com

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