



For Immediate Release

Another Canadian Telco Chooses IPTV Middleware from Innovative Systems

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Cottam Ontario, CA – According to Rob Petruk, Gosfield North Communications CEO, being built from the hardware side forward was the main reason that this independent Canadian Telecom chose the APMAX™ Middleware solution. “The majority of the middleware vendors, while being visually appealing, lacked a lot of stability on the back-end,” Petruk voiced, “The more things that we can administer from our central office the better it is for us.”

Another area that made APMAX™ Middleware more attractive is with blended service opportunities. Petruk stated that Gosfield is going to integrate the APMAX™ Unified Messaging service with their IPTV video offering. Gosfield is going to use this as a strategy to differentiate themselves from competitors and to add new customers to their IPTV service. Petruk says, “We are going to offer every video customer integrated visual voicemail from the APMAX™ so that they can listen to their voice messages from their TVs.”

Gosfield is getting ready to CLEC into another market and Petruk says, “A solid, stable triple play with more features will be the key in capturing customers.” Petruk also adds, “The Program Guide interface has an extremely rich look that will compete well with the other players we are going up against in this CLEC market.”

About Gosfield North Communications

Serving the community of Cottam, Ontario, about 20 miles from Windsor, Ontario, Gosfield North Communications has been in business since 1907. Gosfield North offers voice services, Internet connectivity, and they are currently in the process of rolling out IPTV middleware services.

Visit their website: <http://www.gosfieldtel.ca>

About Innovative Systems

Innovative Systems offers the APMAX™ IMS Application Server, the only platform in the industry that delivers enhanced voice services and IPTV video solutions and eLation, a fully integrated OSS solution which includes billing, financials and staking and mapping applications. With over 1,300 systems in service throughout North America, Innovative Systems is one of the leading suppliers of telecommunications hardware and software for the Independent Telco Market. For more information, please contact the Innovative Systems Corporate Office at 605-995-6120 or visit: www.innovsys.com

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