



## For Immediate Release

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### Indiana Video Provider Upgrades to MG-TV

**New Lisbon, IN** – New Lisbon Broadband and Communications in East Central Indiana has committed to deploying the Multi Generation TV service offered by Innovative Systems.

Still seeing video as a valuable piece of their communications offering, NLBC CEO John Greene says close to 30% of their new fiber customers are taking video along with broadband. Greene expects that number to increase once the contracts for satellite video customers expire.

Greene says his company chose Innovative because their video solution has more software and hardware integration than anyone else in the video market. Greene went on to say that the single vendor concept is a big advantage for smaller companies because it takes less people to administer the video network, and less training because technicians only need to learn one interface.

#### **MG-TV Fits the NLBC Live Streaming Strategy**

Having the traditional linear service and HLS as an integrated solution fits well for NLBC's demographics and their road map for the future. The company has been aggressively acquiring wireless broadband providers in their area and to have a video solution that they can deliver over a managed internet connection without fiber in the ground will increase the ARPU for those newly acquired customers.

Greene says the most important consideration with a live video streaming product is managed Wi-Fi. The NLBC game plan is to make managed Wi-Fi a part of the streaming video service so they can remotely troubleshoot any video issues that are caused by the in-home wireless network. Greene cited an instance where a customer was having a problem streaming, not knowing that the Facebook App on their smartphone was sucking up bandwidth.

#### **About NLBC**

New Lisbon Broadband and Communications and New Lisbon Telephone Company serve business and residential customers in East Central Indiana with fiber optic services and wireless internet that include voice, video, and broadband. Visit their website at [www.nlbc.com](http://www.nlbc.com)

#### **Innovative Systems**

Innovative Systems is a leading vendor of solutions for North American communications providers with over 800 deployed systems. eLation™, our OSS solution, includes integrated billing, financials, staking, and mapping. The InnoStream™ MG-TV is our one-platform approach to video solutions such as Middleware, VOD, Cloud DVR, Restart TV, Live Streaming, Conditional Access, and the new IS-5112W set-top box. The APMAX™ hardware platform provides enhanced voice and hosted business solutions. For more information, visit [www.innovsys.com](http://www.innovsys.com).

Innovative Systems – Press Contact  
Scott Meyer  
605-995-6120

[scottm@innovsys.com](mailto:scottm@innovsys.com)