



For Immediate Release

Mississippi Telco Group Picks New IPTV Middleware Vendor

A simpler solution on their existing telephony hardware platform was a key to their decision.

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Bude, MS - Citing the great success that they have had with the APMAX™ on the voice side of their business, Telepak IT Manager, Rob Mason, commented that with the other providers they would have to go out and purchase new servers, hardware, and create a new database; whereas, with the Innovative solution these key pieces were already in place.

Mason also said, "We contacted numerous APMAX middleware customers for references and they all echoed the same thing; a stable reliable middleware, easy to deploy and maintain, and that it just works." Mason added, "Our area of Mississippi encounters numerous power outages during the year and our previous provider created many reboot and start up challenges that we just did not want to deal with. Our past experience with the APMAX platform on the voice side gives us the confidence that when the power comes back on, our customers will have their video service."

Mason reports that the customers they have already converted have been very receptive to the switch and that the refined look of the Program Guide has thus far been well received. Particularly commented on, has been the responsiveness of the Program Guide. Customers also appreciate the sleek design of the new set top boxes, and from a service provider side, Mason says having one brand of set top box, Amino, is actually an advantage. Mason says, "We are already starting to see that our support group can more efficiently manage our video system and quickly resolve customer questions with one brand in our network that is totally supported by the Innovative Systems solution."

About Franklin Telephone Company

One of two ILECS owned by Telepak Networks, Franklin Telephone Company provides its customers in Mississippi voice, video, and data services and also has 550 miles of fiber optic cable within ten exchange areas. Franklin was the first telephone company in Mississippi to have an exchange (Artesia-Crawford) with all buried plant, and the first independent telephone company in Mississippi to interconnect with BellSouth using fiber optic facilities.

About Innovative Systems

Innovative Systems offers the APMAX™ IMS Application Server, the only platform in the industry that delivers enhanced voice services, 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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