



## **For Immediate Release**

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### **Kentucky Cable Provider Upgrades to IPTV**

**Staffordsville, KY** – For Kentucky’s Foothills Communications, the decision to upgrade their RF cable system to the Innovative Systems video solution was based on being more competitive and strengthening the quality of their bundle. According to Jarrod Hardin, Director of Customer Relations, Foothills is not looking at video as a profit center, but rather to strengthen their product line of voice, video, and broadband for their twelve thousand plus customers in Northeastern Kentucky.

#### **Multi Generation TV Concept Highly Attractive**

Even though the current market demand from Foothills customers is for traditional linear video, Hardin says the single platform MG-TV solution from Innovative Systems is the best fit for them. Having the ability to quickly ramp up an app-based HLS product without more vendors and equipment according to Hardin makes the most sense.

#### **Foothills Customers Appreciate the Upgrade**

Foothills Communications customers like everything about the new video experience they are getting with the Innovative solution. Time shifted options like Restart and Network DVR have been big hits so far. Hardin says the ability for customers to see what their neighbors are watching with the What’s Hot App and then using Restart to go to the beginning of the show has really created a must have feature set.

#### **About Foothills Communications**

In business since 1951, Foothills Communications offers fiber connectivity to all their customers. Foothills offers gigabit internet, video, phone, and business services to over 12,000 customers in Northeastern Kentucky. Visit their website at [foothills.net](http://foothills.net)

#### **About 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™ video platform is our one-platform approach to IPTV 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).

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