



## **For Immediate Release**

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### **South Dakota CLEC Converts IPTV Middleware**

**Mitchell, SD** – Citing a desire to be more than just a broadband pipe, Mitchell Telecom General Manager Scott Peper says the conversion to the Innovative Systems IPTV Middleware is part of the holistic picture that they want to represent for the next 5-10 years.

With new ownership, Mitchell Telecom has rebranded themselves with a new logo, new website and an increased infrastructure investment for the community of Mitchell SD, that has a population of about 16,000. Peper says the switch to Innovative's middleware is part of the investment in the customer experience, giving their subscribers a new program guide as well as advanced features like the ManageMyTV Mobile App, 2nd Chance TV (C3 VOD) and Restart TV.

### **Customers Get an Upgrade Without Paying More**

Peper wants his customers to look at them differently and service upgrades elevate their position as a telecommunications leader in the community. One of the things that endears a customer to your service according to Peper are the freemiums, and the new middleware is playing an important part of that strategy. To be able to say to a customer that they are getting a bunch of new features with their video service, while still paying the same price, makes a strong statement

### **About Mitchell Telecom**

Mitchell Telecom offers a full array of communications services for both residential and commercial customers. A newly constructed fiber network brings services complete with advance features to the city of Mitchell South Dakota. Local and Long-Distance Phone Service, Internet products and Digital Cable TV anchor their product mix and are augmented with services like calling features, virus filters, and Personal Video Recorders. Visit [www.mitchelltelecom.com](http://www.mitchelltelecom.com)

### **About Innovative Systems**

For many years, Innovative Systems has been a leading provider of solutions for the North American Communications market with nearly 1200 systems deployed. eLation™, our OSS solution, includes integrated billing, financials, automated provisioning, ACS, and Staking and Mapping. The InnoStream™ server is our one-platform approach to IPTV solutions such as Middleware, VOD, Cloud DVR, Restart TV, HLS Packaging, Conditional Access. The new IS-5112W set-top box combines WIFI access points and CEC input control to lower install and support costs. The APMAX™ hardware platform provides enhanced voice and hosted business solutions. The Innovative Systems Print Division specializes in full color printing of variable data statements and invoices for industries including telecom, utilities, and sanitation. For more information, visit [www.innovsys.com](http://www.innovsys.com).

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