



For Immediate Release

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Texas Company Looks to the Future with Video Upgrade



Hereford, TX - To bolster their fiber network which is 75% complete, and position themselves as a true player in a competitive communications market, the leadership team at West Texas Rural Telephone Cooperative selected Innovative Systems as their new video middleware vendor.

Assistant General Manager Scott Hickok is no stranger to the Innovative Systems video solution, being involved in management with a Wisconsin company that converted to Innovative many years ago. Hickok stated that he clearly saw greater enhancement of the video features over the years and is impressed with the ongoing development of the product.

Thus far customer feedback has been nothing short of positive, with an appreciation for many customer facing features. Informative program descriptions, and channel logos in the guide have been mentioned, as well as Restart TV, and Cloud DVR. From a support perspective, Hickok says the new IS 5041 Set Top Boxes have performed well, and their small footprint coupled with wireless connectivity has simplified the installation process.

Subscription Business Model is a Good Fit

CEO Amy Linzey stated that the Innovative Systems subscription based program has made sense for them given the size of their Texas footprint, allowing them to economically migrate off their legacy middleware. For Linzey it is all about having an efficient video solution that reduces cost as they have still been able to manage to make a profit off their video service.

About West Texas Rural Telephone Coop

Servicing the Texas Panhandle, WTRTC covers 3,000 square miles and provides voice, video and broadband to over 7,000 customers in their ILEC and CLEC territories.

Visit: <http://www.wtrt.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™ 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-5041W set-top box. The APMAX™ hardware platform provides enhanced voice and hosted business solutions. For more information, visit www.innovsys.com

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