

TELEPHONY'S
BACK OFFICE BEAT
Hosted by Tim McElligott

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Myrio lands three co-ops for video

Bothel, Wash-based Myrio, a provider of software, content and integration services for broadband operators, announced this week that South Slope Cooperative Communications Company, Winnebago Cooperative Telephone Association and Mahaska Communication Group have deployed the Myrio IP Video Platform over the Iowa Network Services statewide Network. Myrio's solution enables the operators to offer a triple-play bundle with advanced digital video services, such as VOD and PPV to more than 20,000 customers. Myrio's software suite consists of Myrio Interactive, a full-featured end-user application for set-top boxes, and TotalManage, a back-office subscriber and content management solution. Leveraging the INS network and centralized headend allows South Slope, Winnebago and Mahaska to offer video without incurring the significant cost of building and maintaining separate headends. Additionally, the video services provided by INS and Myrio remove significant cost barriers to broadband service providers considering video while creating new revenue opportunities for them.

South Slope is the largest operator on the Iowa Network Services ring to offer a bundled service of voice, data and video. Winnebago, an independent telephone company in north central Iowa, will augment its existing cable TV offering with Myrio's IP video platform. By deploying Myrio's IP video platform, Winnebago can now provide advanced digital features such as Pause-Live TV, on-screen Caller ID and rich Web content on TV cost effectively. Mahaska Communication Group, located in Oskaloosa, Iowa, is an independent broadband service provider. A subsidiary of Musco Lighting, Mahaska provides FTTP broadband services to businesses and residents of Oskaloosa and neighboring communities.