



Myrio Adds CLEC Users

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BOTHELL, Wash. -- **Myrio** Corporation, a leading provider of IP video software and services, today announced that Cross Telephone Company and Pottawatomie Telephone Company have deployed **Myrio's** IP Video Platform on the regional MBO Interactive SONET network. **Myrio's** flexible and scalable solution enables the operators to extend advanced video services, such as pay-per-view and digital television, to their customers quickly and cost-effectively. These new services are currently being offered to more than 25,000 subscribers.

MBO Video, an Oklahoma-based full-service telecommunications provider, allows operators on its network to offer a triple-play bundle by reselling **Myrio's** IP Video Platform. With MBO's centralized headend, Pottawatomie Telephone Company and Cross Telephone Company are deploying advanced digital video services without incurring the significant cost of building and maintaining individual headends.

"**Myrio's** flexible and scalable IP Video Platform has made it cost effective and easy for Pottawatomie Telephone Company and Cross Telephone Company to provide video services," said Gene Baldwin, vice president of Cimarron Telephone, the first MBO operator to deploy **Myrio's** platform. "To capitalize on our centralized headend, we needed a video platform that could scale easily and help us equip other operators with video services quickly. **Myrio's** platform gives our partner companies the ability to reduce deployment costs while creating new revenue opportunities."

Cross Telephone Company and Pottawatomie Telephone Company have been providing local telephone services since the early 1900's. By deploying **Myrio's** IP Video Platform, both Cross Telephone Company and Pottawatomie Telephone Company are now able to offer advanced video applications, including pay-per-view, video on demand (coming soon), digital television, music and walled garden advertising.

"Cross Telephone is committed to providing affordable and advanced services to our subscribers, including video," said David Wright, director of technical operations and business development. "With **Myrio's** flexible and scalable IP Video Platform and MBO's centralized headend, we were able to get our video services up and running within days."

"IP video is becoming crucial to independent operators in today's competitive telecom environment," said Dan Overland, vice president and general manager of

Pottawatomie Telephone Company. "**Myrio's** successful track record of deploying video services through regional headends and the ease of making the system operational enabled us to enter the video market cost effectively and quickly."

Myrio's IP Video Platform is Java-based, which is the ideal development and deployment platform for an emerging class of interactive services and applications such as video. The flexibility of **Myrio's** platform to operate across different network and hardware environments allowed Cross Telephone Company and Pottawatomie Telephone Company to reduce deployment time from months to weeks.

"The successful IP video deployments of Cross and Pottawattamie demonstrate the economic and speed-to-market benefits of MBO Video's bundle of a centralized headend and the standards based **Myrio** IP Video Platform," said Roger Shanafelt, vice president of worldwide sales and marketing for **Myrio**. "**Myrio** continues to lead the industry in IP video deployments by providing operators with the most flexible and scalable solutions available."

[**Myrio Corp.**](#)
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