



## **Minerva's IPTV Platform Powers Television Deployment of Fourth Largest Telephone Cooperative in the United States**

*Pioneer Telephone Cooperative, a leading triple-play service provider in Oklahoma, has successfully upgraded its triple-play subscriber base from a legacy third-party system to Minerva iTVManager*

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**Alviso, CA — March 10, 2010** — Minerva Networks, the leading provider of open and IPTV delivery platforms, announced today that Pioneer Telephone, the fourth largest telephone cooperative in the United States, has successfully completed the migration from a legacy third-party system to the Company's platform.

Minerva's iTVManager is a comprehensive software solution for the delivery of next-generation IP-connected television services, including high-definition television (HDTV), digital video recording (DVR), whole-home digital video recording (WH DVR) and video-on-demand (VOD). The Minerva platform also features a Widget Engine that enables the seamless integration of applications including RSS news feeds, stocks and weather information, and popular social networking services.

"We are leveraging Minerva's platform to deliver next-generation television services to our subscribers," explains Scott Ulsaker, Manager of Pioneer Long Distance, Broadband and Video Services at Pioneer Telephone. "Minerva iTVManager provides the rich feature set, reliability and flexibility we need in order to offer a differentiated product."

Pioneer's programming ranges from standard television line-ups to specialty sports, culture, movies and kids' entertainment. Subscribers also enjoy high-definition TV, DVR, VOD, Caller ID display on their TV screens which differentiate their product from legacy cable TV services. Pioneer subscribers will soon be able to enjoy whole home DVR and access to a host of widgets on Minerva's next generation releases.

"Minerva is very pleased to be a close partner of one of the largest and most progressive telephone cooperatives in the United States," stated Mauro Bonomi, CEO of Minerva Networks. "Pioneer is enjoying strong customer traction for its triple-play offering. We look forward to working closely with them as they scale their television services."

### **About Pioneer Telephone Cooperative**

Pioneer Telephone Cooperative, Inc., an industry leader in rural telecommunications services, is a multi-service telecommunications corporation providing communications products and services to more than 140,000 customers/members in 76 communities encompassing 30 Oklahoma counties in Western Oklahoma and 14 counties in Southern Kansas. Pioneer provides an array of telecommunications products and services, including Local Telephone Service, Digital TV, Cellular, High-Speed Internet, Long Distance, Security Systems, Business Solutions and Yellow Pages Advertisement. For more information, please call your local business office or visit our website, [www.ptci.com](http://www.ptci.com)

### **About Minerva Networks**

Minerva Networks is the leading provider of open-platform, carrier-class solutions for the delivery of IP-connected television services. More than 190 network operators worldwide use Minerva IPTV solutions to deliver next-generation entertainment and communications services. For more information, visit [www.minervanetworks.com](http://www.minervanetworks.com)

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