

FOR IMMEDIATE RELEASE



Contact: Emily Call
Operations Manager, MVS

emily.call@midwestvideosolutions.com – 608-634-7411

MVS, WIN Technology and Innovative Systems Partner to Provide a Full End to End Streaming Solution



Innovative
Systems



WESTBY, WI – June 9, 2021 - MVS and Innovative Systems have recently announced a new partnership as the landscape of video continues to change, and amid the announcement of some uncertainties among players that have been leading the in-home streaming market.

What does this mean for Affiliates that are in the market for the next gen TV solution? The MVS and Innovative partnership leverages the two entities' unique areas of expertise to create a full end to end solution for in-home streaming.

Innovative Systems has been in the middleware business for 15 years, so they are the experts in the user interface piece of this puzzle. Innovative System's Vice President of Video Engineering, Jerry Weber, states, "We understand the needs and desires necessitated by the Affiliate in order to provide an end user video solution that offers rich feature functionality. In addition, we have come to realize that though streaming is the way of the future, there is a learning curve for people to overcome. Innovative has created a solution, MG-TV, that allows an Affiliate's end user customer to have a traditional set top box in the home, while having other streaming devices, such as Roku, AppleTV, and Amazon Fire at other TV's in the same household. The platform and user interfaces are very similar on both the set top box and streaming devices, reducing the learning curve significantly." Jerry Weber adds, "learning the new remote is actually the biggest hurdle!"

So, what does MVS bring to the table? MVS has been in business for over 20 years, and has expertise in the headend and transport business. MVS owner, WIN Technology, provides the fiber network

connectivity to Affiliate member and POP locations that has allowed for the growth of MVS Membership over the years. Chief Operations Officer, Matt Yach states, “as WIN Technology continues to build out and maximize the roughly 15,000 miles of deployed fiber, we feel this Streaming Solution is a perfect opportunity to see accelerated growth within the Innovative Systems, WIN Technology and MVS partnership. We are excited that this will allow MVS and WIN Technology to provide an even more diverse portfolio of solutions to our members.”

MVS also takes great pride in the ability to attain national transport rights. This is a significant accomplishment as the trust has been built between MVS and the programmers. The importance of protecting the programmer’s newly created content, or content that has been purchased from other entities and broadcast on their networks is nothing to be taken lightly. The stipulations set forth in the contracts between the content creators and programmers regarding security, are also passed on to MVS to uphold. Content is the livelihood of these programmer’s business. Operations Manager, Emily Call states, “we all have different areas of expertise. Programmers are the experts on content, but they may not fully understand what adaptive bit rate signal and HLS services are since this is new to them.” Call adds, “Our team has had many Q&A sessions with programmers in order to build up their understanding of this solution, which has led them to approve MVS transporting adaptive bit rate signal.” MVS Executive Director, Marty Snustead states, “The programmer’s biggest concern is that of security, and between us and our partners, we have built the confidence that we are doing things right to protect their content.”

About MVS

For over 20 years MVS has been a Headend and Transport provider, with national transport rights, for linear signal, offering encrypted satellite video signals on fiber optic networks. Internet service providers (ISP’s), independent phone companies and municipalities all count on MVS to provide a high quality, low-cost solution for their video deployment. MVS is a member driven organization headquartered in Westby, WI.

###

For more information, visit www.midwestvideosolutions.com

Contact: Emily Call, Operations Manager, (608) 634-7411, emily.call@midwestvideosolutions.com