



## **BALDWIN TELECOM CHOOSES ADARA TECHNOLOGIES FOR VIDEO SERVICES UPGRADE**

### ***Hosted, Managed Switched Digital Video Solution Chosen over DTA Approach***

#### **Capex, Opex Just One-Tenth of Cost; Time to Market 4 Months vs. 2 Years**

TORONTO, ON – August 30, 2011 – Adara Technologies ([www.adara-tech.com](http://www.adara-tech.com)), the provider of cloud-based, hosted and managed advanced video solutions that enable mid-to-small sized service providers to affordably implement advanced video services, today announced that it has been selected by Baldwin Telecom for a Switched Digital Video (SDV) network upgrade. The triple-play service provider, with approximately 4,000 subscribers in Baldwin, WI and the surrounding areas east of the Minneapolis/St. Paul metro area, chose the Adara solution over an analog reclamation approach using Digital Terminal Adapters (DTA).

“In deciding the best way to upgrade our network to better compete, we heard from several other service providers who outlined their experience with the DTA Approach—millions of dollars spent in expected and unexpected costs coupled with significant customer disruption and little or nothing to show for it in terms of truly improving competitiveness,” said Matt Knegendorf, Baldwin CableTV Manager. “By conducting a side-by-side comparison of the DTA approach vs. Adara’s hosted SDV solution, we quickly realized that all factors pointed in favor of the SDV option. It wasn’t even close from every important perspective including cost, time-to-market, effective capacity increase, new services and revenues enabled, future-proofing and IPTV migration.”

For Baldwin Telecom, both the CAPEX and the OPEX for Adara’s SDV upgrade solution is less than one-tenth that of a DTA approach and the time-to-market of the resultant new HD services will be 4 months instead of 2 years. To further help customers manage their cash flows in a pay-as-you-grow fashion, Adara also offers leasing and financing options in cooperation with partner Cisco Capital; however, the costs are often so manageable that some operators opt in favor of (easily) paying for the SDV upgrade from existing cash flows..

Adara’s hosted and managed video solution is a unique breakthrough in that it is applicable to any provider irrespective of whether they are currently invested in a Motorola, Cisco/SA, or other legacy digital video headend, CAS and associated set-top boxes. The solution incorporates Cisco’s Switched Digital Video (SDV) technology to deliver even hundreds of incremental HD services and it also combines Cisco’s advanced, web-connected set-top boxes with an advanced, next generation UI for interactive web applications, widgets and delivery of provider-controlled over-the-top (OTT) content.

(more)

“Like all of our customers, Baldwin Telecom appreciates the pay-as-you-grow nature of our solutions,” said Stan Koukarine, Adara CTO and Co-founder. “Our relationship is one of partners rather than traditional vendor-customer in that we share the same vested interest—increasing the operator’s ability to compete in order to retain and win new subscribers. It’s not only a shared interest, but it’s the basis in which we get paid for our services.”

### **About Adara Technologies Inc.**

Toronto-based, Adara Technologies Inc. ([www.adara-tech.com](http://www.adara-tech.com)), in collaboration with Cisco Systems, hosts advanced digital TV (DTV), Switched Digital Video (SDV) and IPTV solutions that enable small- and mid-sized TV service providers to defend and increase revenues with advanced video services for their subscribers. Adara’s complete solution offering includes advanced digital set-top boxes and equipment from Cisco, professional services including logistics, system integration and technical support as well as customer financing in coordination with Cisco Capital.

### **About Baldwin Telecom, Inc.**

Baldwin Telecom (BTI), a locally owned and operated company, has provided telephone service to the Baldwin and Woodville, Wisconsin communities since 1900. In 2002, Baldwin Telecom was recognized as the first independent telco in the state to deploy Fiber-To-The-Home technology. BTI is more than a telephone company. BTI is a Broadband company providing all of the latest technologies including home phone, high speed Internet, and video television entertainment with a local touch. [www.baldwin-telecom.net](http://www.baldwin-telecom.net)

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