



CCAP SELECTS ADARA TECHNOLOGIES FOR HOSTED SWITCHED DIGITAL VIDEO UPGRADE

To Deliver Advanced Video Services, More HD Channels to Subscribers

TORONTO, ON – July 25, 2011 – Adara Technologies (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 Coopérative de Câblodistribution de L'Arrière Pays (CCAP) of Quebec City, a triple-play service provider with 13,000 video subscribers, to upgrade its network using Adara's hosted Switched Digital Video (SDV) solution.

To-date, CCAP has delivered all of its video services by operating as a hub-site of a large Tier 1 MSO, giving the company limited control, flexibility and access to advanced services. It sought ways to bring advanced interactive video services, more HD and increased service package flexibility to its subscribers while augmenting the opportunities for improved IPG, branding and overall service to customers.

“We never imagined that there would be a cost-effective way for us, or any small operator, to implement SDV,” said Jacques Lemoine, CCAP's Director of Technical Services. “And then we learned that Cable Cable Inc.—an operator in Ontario less than one third the size of CCAP – had achieved great success over the past few years after having deployed the hosted and managed SDV solution from Adara. We are looking for equally spectacular results.”

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 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.

“We are very encouraged by how Adara's hosted and managed video solutions help smaller operators like us control our own destiny,” said Stéphane Arseneau, CCAP's Director of Administration and Customer Service. “Our ultimate success in the video business is a direct result of our ability to delight our customers with the state-of-art services they desire. If we cannot deliver, our customers will go elsewhere.”

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“With SDV, CCAP will now be able to add even hundreds of HD and SD, French- and English-language programs to its service offerings” said Joseph Nucara, Adara’s CEO and Co-founder. “All without the customer disruption, burden and huge costs that would otherwise be associated other DTV solution options.”

While Adara’s solution delivers many times more effective incremental network capacity (plus a host of additional unmatched features and benefits) compared to an analog reclamation approach to bandwidth management using Digital Terminal Adapters (DTA), it costs only a fraction of that of a DTA approach -- as little as one-twentieth or even less depending upon the system size -- and, in cooperation with partner Cisco Capital, leasing and financing options are available to help providers more effectively manage their cash flows in a more success-based, pay-as-you-grow fashion.

About Adara Technologies Inc.

Toronto-based, Adara Technologies Inc. (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 CCAP

The Coopérative de Câblodistribution de L'Arrière Pays has delivered cable television and telecommunications services for more than 25 years. The company supports a family approach in its offering of products, thus aiming at satisfying a greater number of possible users. The Co-operative also aims to offer products adapted to the needs for each customer. The mission of CCAP is to address the needs of its customers while remaining a dynamic organization in the field of the cable television and telecommunications. (www.ccapcable.com)

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