



ADARA TECHNOLOGIES CISCO SDV SOLUTION INCREASES DIGITAL SUBSCRIBERS BY 400% WITH INCREASED ARPU FOR INDEPENDENT CABLE OPERATOR

Cable Cable of Ontario Benefits from Advanced Video Services at Fraction of Cost of Alternative Solutions

TORONTO, ON – May 25, 2011 – Adara Technologies (www.adara-tech.com), the provider of cloud-based, hosted and managed video solutions that enable mid-to-small sized service providers to deliver advanced video services, today announced that Cable Cable Inc., a Canadian cable television operator with 4,200 cable subscribers in Ontario, has quadrupled its number of digital subscribers, with a corresponding increase in ARPU (Average Revenue per Unit), in the two years that the cable operator has deployed the Adara switched digital video (SDV) solution.

Also, since the launch of the solution in 2009, Cable Cable has increased by nearly 500% the number of HD channels it now offers to subscribers, from 25 HD channels at launch (and no more room to grow) to 100 HD channels today with ample amount of bandwidth to continue adding more HD services every quarter.

“We could not be more delighted with the phenomenal success we have achieved through the Adara Technologies solution in just two years,” said Tony Fiorini, President and Owner of Cable Cable. “Prior to launching with Adara, we had no way of making the critical improvements to our service offering. Our video service now rivals that of the largest Tier 1 operators in metro areas in North America and we easily have the best product available in our area.” Continued Cable Cable General Manager Michael Fiorini, “Recognizing that, normally, SDV is a complicated technology to deploy and operate for a small operator, with Adara’s expertise and hosted and managed implementation, it was as easy and transparent to our customers as flicking a switch.”

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The Adara hosted and managed solution incorporates Cisco's revolutionary yet widely-deployed and proven Switched Digital Video technology with Cisco's legacy and advanced digital set-top boxes to enable advanced interactive and HD video services for service providers. Designed to co-exist with other (e.g. Motorola) digital video platforms set-top boxes and conditional access technologies that service providers may currently be supporting, the solution's cost is a fraction of the cost of alternative solutions, as much as one-tenth or less in some cases. "We are so glad that we didn't pursue analog reclamation using DTAs," continued Michael Fiorini. "That alone would have cost us millions of dollars with a lot of pain and customer disruption over, at least, a two year roll-out. Instead, this [Adara SDV solution] cost us a small fraction of that and we were live in four months."

"Before now, mid-to-small sized operators have been at a significant disadvantage," said Joseph Nucara, CEO and Co-Founder of Adara Technologies. "Deployment of such advanced video technology as SDV was not an option for independent providers. Either the cost was prohibitive, the technology was too complicated or it was simply not made available to them because of their size. The Adara hosted and managed solution makes it possible for any service provider to dramatically upgrade its service offering in a game-changing way to compete with anyone on a level playing field, or better."

About Adara Technologies Inc.

Toronto-based, Adara Technologies Inc. (www.adara-tech.com), in collaboration with Cisco Systems, hosts and manages advanced digital TV (DTV), Switched Digital Video (SDV) and IPTV solutions that enable mid-to-small 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.

Media Contact

Jim Carlson
Carlson & Co. Public Relations
T: 303 221 8133
F: 303 221 2530
C: 720 220 7753
E: jim@carlsoncopr.com