



## FOR IMMEDIATE RELEASE

### Duncan Cable TV Taps GoBackTV for Cable IPTV and VoD

**Menlo Park, CA, March 30, 2010** – GoBackTV, the innovative supplier of digital video headend and edge solutions, today announced that Duncan Cable TV of Wilmington, VT, has selected GoBackTV's RetroVue® system for their upgrade to interactive digital cable.

“We looked at a lot of solutions, and GoBackTV has the best, most financially realistic solution for DCTV,” said Cliff Duncan, owner of Duncan Cable TV. “We want the same new services as the large operators, but we have fewer customers over which we can spread the cost. 38 years of experience offering Cable TV services tells us that, as a very small operator, we can't be all things to all people. However, the GoBackTV solution will enable us to offer unique as well as cutting edge video services we believe our subscribers will value highly.”

Duncan Cable TV currently delivers 75 channels of analog television, as well as DOCSIS-based, high speed broadband Internet access to 2,800 customers over its 105 miles of hybrid fiber/coax plant. The new services will initially include over 50 channels of HD cable IPTV, Video on Demand, video mosaic, switched multicast, and startover. Duncan Cable TV will also use GoBackTV's MyRV Portal middleware to provide guide and navigation tools.

GoBackTV's RetroVue system is designed to deliver affordable, stream-based video services in both centralized and distributed architectures, including those with mixed fiber/coax/copper networks.

“We've worked hard to put together a set of products and pre-integrated ecosystem partnerships that give operators the solutions that are right for them,” said Dave Baran, president of GoBackTV. “We are pleased to help Duncan Cable TV add the competitive services they want.”

**About GoBackTV** - GoBackTV delivers the digital headend solutions that television service operators need to rapidly introduce, quickly scale, and efficiently support the newest generation of digital video services. GoBackTV's RetroVue suite of products enables operators, hotels, and hospitals to cost-effectively support a wealth of stream-based personal TV applications, including IPTV over cable, middleware, switched broadcast, time shifting, VoD, Startover, Lookback, and network PVR. For more information about GoBackTV and its next generation TV solutions, please visit [www.gobacktv.com](http://www.gobacktv.com).

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## CONTACTS

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### *Duncan Cable TV*

**Cliff Duncan**, Owner/Operator