



## FOR IMMEDIATE RELEASE

### Marco Island Cable Selects GoBackTV Following Successful Cable IPTV Trial

**Menlo Park, CA, October 11, 2007** -- GoBackTV, the innovative supplier of digital video headend and edge solutions, today announced that Marco Island Cable in Florida has selected GoBackTV to augment its video services, following a successful field-trial of multicast cable IPTV using the GoBackTV CMTS-bypass solution. During the trial, variable bit rate (VBR) video on multiple QAM channels was delivered to participants' television sets via off-the-shelf IP set top boxes connected to standard DOCSIS® 2.0 cable modems.

"We were impressed by the capabilities and affordability of the GoBackTV system," said Bill Gaston, president of Marco Island Cable. "It gives us the flexibility to tailor specialty service offerings for both our year-round subscribers as well as our seasonal subscribers, many of whom are vacationers from abroad."

By using a Cable IPTV overlay of existing services, Marco Island Cable plans to use MPEG4 IP set top boxes as well as leverage GoBackTV's switched digital video support to make the most efficient use of plant spectrum. In the first deployment stage, GoBackTV IP Streamers will be used to bring off-air digital channels to Marco Island via leased line from nearby Ft. Myers.

"Our RetroVue® system was designed and built as a versatile and economical platform for unicast and multicast television," said Bill Gallagher, GoBackTV vice president of worldwide sales. "We are excited to be helping Marco Island Cable roll out leading-edge services."

GoBackTV's Cable IPTV solution is the newest addition to their RetroVue system, designed to deliver open, scalable, and affordable digital headend solutions and next-generation services. As with all RetroVue products, the Cable IPTV solution is compatible with existing headend infrastructure and services.

The GoBackTV CMTS-Bypass solution will be on display at TelcoTV 2007 in Atlanta, October 23-25, in the Verimatrix booth, stand # 137, as an integrated part of Verimatrix's VCAS™ for Cable IPTV.

**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 to cost-effectively support a wealth of stream-based personal-TV applications, including IPTV over cable, switched broadcast, time shifting, VoD, Startover, Lookback, and network PVR. For more information about GoBackTV and its digital video headend solutions, please visit [www.gobacktv.com](http://www.gobacktv.com).

**About Marco Island Cable** - Marco Island Cable was formed in 1993 and began servicing customers on Marco Island, FL as a SMATV (Satellite Master Antenna TV) System. Marco Island Cable currently serves customers on Marco Island and has immediate plans to expand off the island into mainland Collier County providing traditional cable service, high speed Internet service, digital services including high definition television and VoIP telephone service. For more information, please visit [www.marcoable.com](http://www.marcoable.com)

RetroVue is a registered trademark of GoBackTV, Inc. DOCSIS is a registered trademark and EuroDOCSIS is a trademark of Cable Television Laboratories, Inc. VCAS is a trademark of Verimatrix, Inc.

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