



## Calix Extends Leadership in IP Video Deployments

*Pioneer Telephone Cooperative selects Calix and adds to video customer base representing over 400,000 access lines*

**MARCH 2, 2004, PETALUMA, CALIFORNIA**—Calix today added to its leadership position in the deployment of standards-based IP video networks by wireline service providers. Oklahoma-based Pioneer Telephone Cooperative, one of the largest telephone cooperatives in the nation with over 56,000 access lines, joins a long and rapidly growing list of Calix customers deploying switched video services over ultra-broadband DSL. Representing over 400,000 US access lines, the list of active Calix video customers includes Champaign Telephone Company; Genuine Telecom; MBO Corporation; Panhandle Telephone Cooperative, Inc.; Pioneer Telephone Cooperative; Ringgold Telephone Company; Skyline Telephone Membership Corporation; South Slope Cooperative Communications; Valley Communications, Inc. in South Dakota; Winnebago Cooperative Telephone Association.

According to Richard Ruhl, general manager at Pioneer Telephone, "In addition to providing both access and transport functions, Calix provides a packet-based video solution that will scale to a majority of our subscribers in a matter of months. And Calix even went a step further, ensuring interoperability with digital video encoders, middleware, and set top boxes, substantially reducing complexity and risk as we enter this lucrative new market." Calix is able to certify all elements required for a successful video implementation at its large-scale video interoperability lab in Petaluma, California.

Ohio-based Champaign Telephone Company cited flexibility as a key criteria. "We needed a solution that could easily snap into our existing network," said John Ridder, Director of Network Planning. "The Calix C7 was selected because it was a cabinetized, environmentally hardened BLC with solid video capabilities. This allowed us to exploit an under served video market in our area and deliver video along with mandatory POTS, specials, and ADSL support to our rural customers."

"Over 15% of our customers are offering or rolling out switched video services," stated Frank Wiener, Calix vice president of field marketing and author of *The Book on Video*. "We are currently turning up a new switched video network every 10 days. This unprecedented acceleration of IP based video service deployment reflects the growing requirement to bundle voice, data, and video, and endorses the Calix C7 as the platform of choice to deliver on the interactive service requirements of today and the ultra-broadband future."

The Calix C7 ultra-broadband loop carrier (UBLC) uniquely allows service providers to begin offering IP-based video entertainment services over DSL, migrating subscribers to FTTP while retaining their investment in video encoders, middleware, IP set top boxes, and the access and transport network. Supporting up to 2,400 ultra-broadband fiber or copper interfaces in a single 7' rack with ten OC-48 interfaces and an aggregate of 1Tbps in backplane bandwidth, the Calix C7 provides enormous capacity yet can be economically deployed in compact, environmentally harsh environments.

***About Calix***

Calix is a leading supplier of telecommunications solutions designed to simplify all aspects of voice, data, and video service delivery to business and residential subscribers for local exchange carriers of all sizes. Providing massive optical and metallic density, unprecedented system capacity and functional headroom, advanced management and provisioning capabilities, and complete service flexibility, the packet-based Calix C7 platform has been deployed in over 110 service provider networks throughout North America. More information about Calix can be found at [www.calix.com](http://www.calix.com).

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