

Madison Communications Completes DOCSIS® 3.0 Upgrade

Madison Communications, local broadband Internet, cable and HDTV, and voice communications provider, recently upgraded its entire HFC system to DOCSIS 3.0 technology. Madison began operations 75 years ago as a local exchange carrier and has aggressively deployed the latest in technology to provide a suite of information and entertainment services to the residential and business customers it serves across portions of Madison and Macoupin counties.

Madison Communications launched HSD service in 2001 with early DOCSIS 1.0 technology, then upgraded to DOCSIS 2.0 in 2007 to meet continued growth and speed expectations. Early in 2011, the Madison team made the decision to upgrade to a DOCSIS 3.0 C4® CMTS and enlisted the help of ARRIS Professional Services as their collaborator in this deployment. ARRIS Professional Services provides program management and solutions implementation, training, technical support and end-to-end integration for CATV systems. Together, Madison and ARRIS focused on a solution that would utilize Madison's redundant fiber-optic transport ring between the head end and other key locations.

"The ARRIS management and engineering staff were invaluable in helping us design and complete this upgrade," said Madison Director of Information Technology, Jerry Davis. "Their expertise in areas like channel

bonding and load balancing has enabled us to maximize our investment, customize our technology, and prepare us to meet future customer demand for new and exciting services. The Madison team is now performing extensive testing to begin offering faster broadband Internet Speeds to all our customers." For more information on Madison's services, visit www.gomadison.com or call 1-800-422-4848. Customer service center hours are Monday through Saturday, 8 to 5 p.m.