



NEWS RELEASE

## Midcontinent(R) to Transform Its Business by Expanding Its Gigabit Service Initiatives

2015-07-21

Midcontinent Vastly Improves Network Capacity With Cisco's cBR-8 Converged Broadband Access Platform

SAN JOSE, CA and SIOUX FALLS, SD -- (Marketwired) -- 07/21/15 -- Cisco (NASDAQ: CSCO) and Midcontinent Communications® today announced the deployment of the Cisco® cBR-8 next-generation converged cable access platform (CCAP) across Midcontinent's entire network footprint. The Cisco cBR-8 will help Midcontinent increase network capacity with DOCSIS 3.1 broadband, while simplifying operations and accelerating the growth of its cable broadband network.

[Midcontinent Communications](#) serves more than 300,000 customers with cutting-edge Internet and networking, home automation and cable TV services -- including ON Demand and TV Everywhere -- in nearly 350 communities across Minnesota, North Dakota, South Dakota and Wisconsin. In June 2014, Midcontinent doubled speeds for customers, increasing download speeds to 200 Mbps. The 2014 PCMag.com speed index ranked Midcontinent as the fastest ISP in the U.S.

While supporting its high-bandwidth DOCSIS 3.0 network, Midcontinent will utilize the massive DOCSIS 3.1 capabilities of the new Cisco cBR-8 Evolved CCAP platform to grow its business by offering multi-Gigabit speed services.

The ability to serve all DOCSIS broadband and video services across the converged cBR-8 chassis brings significant operational benefits and cost savings for Midcontinent as it starts bringing Midcontinent Gigabit Initiative services online. By the end of 2017, the company's goal is to make gigabit speeds available to approximately 600,000 homes and 55,000 businesses along a high-capacity fiber network that covers more than 8,100 miles. Top speeds available from Midcontinent will be five times faster than its current best and 35 times faster than the average high-speed Internet access speed in America.

### **Supporting Quotes:**

- **Jon Pederson, vice president of technology, Midcontinent Communications**  
"Cisco's cBR-8 aligns with our strategy and vision to deliver Gigabit-speed Internet experiences that will change the quality of life and spur business innovation in the communities we serve. With our customers' bandwidth consumption doubling every 15 months, we need the right technology in place to support our network demands now and in the future. The unique DOCSIS and Remote PHY capabilities of the cBR-8 will help us meet our commitments for the Midcontinent Gigabit Initiative."
- **Brett Wingo, vice president and general manager, Service Provider Infrastructure Group, Cisco**  
"Midcontinent is blazing the trail to offer Internet of Everything experiences at Gigabit speeds, opening the door for its customers to discover new ways to enjoy a true connected life. Advancing its cable access architecture with cBR-8's advanced multi-Gigabit DOCSIS 3.0 and 3.1 technologies and converged video capabilities is a key step in their well-planned network evolution strategy."

#### **Supporting Resources:**

- [MidcoGig.com](http://MidcoGig.com)
- [Cisco Evolved Converged Cable Access Platform \(CCAP\) Solution](#)
- [Cisco cBR-8 Converged Broadband Router](#)
- [White Paper: Cisco cBR-8 Evolved CCAP: Total Cost of Ownership \(TCO\)](#)
- [Data Sheet: Cisco cBR-8 Converged Broadband Router](#)
- [At-a-Glance: Cisco cBR-8 At-a-Glance](#)
- Check out our [Interactive Infographic](#)
- Follow us on our [LinkedIn page](#) for targeted updates and announcements
- Subscribe to [Cisco's SP360 feed](#)

#### **Tags/Keywords:**

Cisco, cBR-8, CCAP, DOCSIS 3.0, DOCSIS 3.1, Midcontinent Communications, Midcontinent Gigabit Initiative, Midco, Midcontinent, Midco Gig, MidcoGig, video, broadband, multi-Gigabit services, Gig services, Brett Wingo, Jon Pederson

**RSS Feed for Cisco:** <http://newsroom.cisco.com/rss-feeds>

#### **About Cisco**

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. For ongoing news, please go to <http://thenetwork.cisco.com>.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. A listing of Cisco's trademarks can be found at [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company.

#### **About Midcontinent Communications**

Founded in 1931, Midcontinent Communications is the leading provider of Internet, cable TV, phone, home automation and advertising services in the Upper Midwest. More than 300,000 residential and business customers count on Midcontinent services in 335 communities in Minnesota, North Dakota, South Dakota and Wisconsin. In September 2014, PCMag.com\* named Midcontinent the fastest Internet in the country. Midcontinent is investing in even more advanced gigabit Internet technology, which will be delivered to most customers by the end of 2017. Visit [Midco.com](http://Midco.com) to learn more about Midcontinent and how the company gives back to the communities it serves.

\*September 2014. A trademark of Ziff Davis, Inc. All Rights Reserved.

Erin Johanning  
Communications Manager  
Midcontinent Communications  
605-274-2031  
[erin\\_johanning@mmi.net](mailto:erin_johanning@mmi.net)

Sara Cicero  
Sr. Public Relations Manager  
Cisco  
Service Provider Video  
770-236-2181 direct  
770-331-0269 cell  
[stutzes@cisco.com](mailto:stutzes@cisco.com)

Source: Cisco