

Media Alert

Cisco Showcases Extensive Video Delivery Expertise for Today's 'Connected Life' Experiences

**IBC 2008, Amsterdam, The Netherlands
Hall 1, Stand D.71**

Under the theme "Entertainment. Delivered" Cisco will demonstrate the extensive scope of the solutions and video expertise Cisco can bring to the global broadcast and service provider markets as Internet Protocol (IP) becomes the standard for delivering video to any screen. Cisco brings together all elements of the entertainment delivery chain - production, contribution and distribution - to help broadcasters, operators and service providers deliver innovative video networks to safely and reliably distribute high-quality video and multi-play services to any device.

Service providers are striving to become "experience providers" as they deliver the new media experience that conforms to customers' lifestyles and offer the multi-play services that subscribers want. At the core of the experience provider transformation is the ability to successfully deliver video entertainment over IP networks to TV sets, PCs and mobile devices, while ensuring stunning picture quality and optimal service reliability.

At IBC 2008 Cisco will demonstrate how to leverage the strength of the network as the platform to define and deliver differentiated services in a crowded and competitive market. Our extensive networking and video expertise makes Cisco a valuable resource to broadcasters, digital media and service providers. To serve this expanding, changing marketplace, where converged video, voice and data services are available on a single network, Cisco continues to develop the value of the IP Next-Generation Network (IP NGN) architecture. This flexible, economical platform places the broadcasters and service providers in a prime position to bring innovation to enhance our video entertainment experience.

Visitors to the Cisco stand will see why NBC selected Cisco to provide the IP contribution video network infrastructure and IPTV video encoding solutions to support NBC's coverage of the 2008 Beijing Olympic Games. Cisco's IP video infrastructure made it possible for NBC personnel in New York and Los Angeles to edit video as it is captured in Beijing and deliver it to three screens: TV, PC and smartphone. Described as one of the most demanding network environments in the world, the groundbreaking trans-ocean network powered by Cisco helped enable the transfer of gigabyte-sized files between Beijing, New York and Los Angeles. NBC presented more than 3,600 hours of broadcast coverage during the 17-day event.

Showcase demonstrations within the areas of production, contribution, distribution and entertainment will focus on helping broadcasters and service providers to deliver service innovation and total quality of experience:

Production

Digital Media Workflow Platform based on the Cisco IP Next-Generation Network (IP NGN) architecture, a service-orientated infrastructure that will allow broadcasters and service providers

to capitalize on, and transition to digital workflows. This solution reduces workflow inefficiencies in the production environment by converting tape-based content to digital formats, enabling the use of the IP network to share and distribute content rapidly and efficiently, whether it is within the broadcaster's own facilities or to remote locations where it can be readily accessed.

Contribution & Distribution

In order to provide highly efficient solutions for operators within IP Video Contribution and Distribution, Cisco has introduced a full range of video adaptation products catering to any bandwidth and quality requirement (uncompressed, JPEG2000, MPEG-2, and MPEG-4 AVC). These include the D9402™ IP Receiver, D9430™ SDI Gateway, D9431™ SDI JPEG2000 Gateway, D9432™ HD SDI JPEG2000 Gateway and D9435™ IP Video Gateway. Among the Cisco core and edge routers and Carrier Ethernet platforms that form the infrastructure for broadcast contribution and distribution over IP are the Cisco CRS-1 Carrier Routing System, Cisco 7600 Series Routers, Cisco ASR1000 Series Aggregation Services Routers, and the Cisco Catalyst® 3750 Series and ME3400 Series Switches. A selection of routers and Carrier Ethernet platforms will be on display at IBC.

Extreme Video Quality at Low Bit Rates is achieved with the Cisco D9054 MPEG-4 AVC encoder. It adds the latest technology within compression and statistical multiplexing using IP to the resources available to video operators and service providers, provides bandwidth maximization technology to support advanced services, and accelerates customers' ability to launch new or expanded customer-driven services such as HD and VOD.

Flexible, powerful Digital Content Management solutions featuring IP forward error-correction capabilities, delivering massive video processing horsepower for SD and HD programming, plus the versatility to deliver seamless regional digital program insertion (DPI) of AVC programs and local ad insertion. On display will be the latest achievements on this modular platform; the Cisco Digital Content Manager (DCM) in a compact 1RU MPEG processing platform. With its dense form factor it is the ideal next-generation of intelligent headend processing equipment where the combination of compactness and flexibility enables a cost-effective solution and positions it ideally to process satellite or terrestrial streams including DVB-T SFN operations.

Entertainment

The Content Delivery System (CDS) area will feature cross-platform video delivery offering true content mobility. Visitors will see '3-screens session shifting', the ability to pause and resume the viewing of TV programs across a range of devices such as the TV set, PC and mobile handset, offering a compelling new service that keeps subscribers 'glued' to one provider. The Cisco CDS is also central to supporting Addressable Video on Demand (VoD) Advertising enabling operators to offer advertisers the ability to dynamically target advertising across TV, Internet and mobile domains for both linear and non-linear video services.

Cisco Visual Quality Experience (VQE) technology supports network-based rapid channel change, video error repair and real-time monitoring of the quality of the video experience on a per-subscriber basis, three significant challenges in the delivery of entertainment-grade IPTV

services. VQE radically improves the quality of video and audio delivered to broadband IPTV customers without significantly increasing network overheads.

In the DOCSIS 3.0 solutions area, the Cisco RF Gateway series RFGW-1 and RFGW-10 together with the Cisco uBR family of Cable Modem Termination Systems (CMTSs) and Digital Content Manager (DCM), provides a comprehensive, standards-based solution for video or data service deployments requiring high density and maximum reliability.

The Set Top is the consumer's gateway to an integrated media experience. Building upon over 35 years of world-class set-top expertise from Scientific Atlanta, Cisco offers a family of open, flexible and powerful set tops for IPTV and cable, which support a variety of middleware platforms, giving service providers a high degree of control, creativity and differentiation in solution development.

Cisco speakers on the IBC 2008 conference programme include:

Thursday, September 11, 2008

Time	Session	Speaker
9:30-11.00	New Delivery Techniques	Dave Brown , Manager, Cable Solutions, Cisco
9:30-11.00	Quality Issues in IPTV (in association with IEEE BTS)	Nick Fielibert , CTO EMEA & APAC, Service Provider Video Technology Group (SPVTG), Cisco
11:30-13.00	Reliability and Quality of Service	Jean-Christophe Dessange , Head of IPTV & New Media Business Development, Cisco Europe
14:00-15.45	IPTV and the Networked Home, Part 1	John Horrobin , Product Line Manager, CMTS, Cisco

Monday, September 15, 2008

Time	Session	Speaker
14:00-17.00	Challenges for Cable in the Broadband Area	Nick Fielibert , CTO EMEA & APAC, Service Provider Video Technology Group (SPVTG), Cisco

About Cisco Systems

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