

## **Ericsson IPTV middleware – world's first with IMS**

**Ericsson extends its TV offering with the world's first IMS-integrated IPTV middleware. Ericsson's new IPTV middleware solution gives operators the flexibility and scalability they need to create, trial and deploy a personalized and interactive TV experience for their customers, as well as the chance to offer them a complete TV package that includes interactive, mobile and on-demand functionality.**

Ericsson's IPTV middleware builds on Ericsson's long-standing commitment to standards, and is aligned with the first release of the Open IPTV Forum's specifications. The middleware is a core component of Ericsson's open, carrier-class IPTV solution, a complete system that is set to transform the worlds of communications and entertainment. The IPTV solution brings together core Ericsson solutions with interoperable third-party products; it includes the new IPTV middleware, IPTV network infrastructure with IMS, and video-processing and video-on-demand back-office solutions.

Today's best-in-class television – with features such as high-definition, interactivity, personal-video-recorder and video-on-demand functionality – is the starting point for a new consumer experience that Ericsson has identified as the Individual Television Experience. With the Individual Television Experience consumers will be able to enjoy TV that connects them to everything in high-quality, and services such as personalized and individualized TV on the screen of their choice, either it is a computer, TV or any type of mobile device. With IMS the TV experience is extended with integrated communication, and delivers convergence enablers such as presence, messaging/chat, extended parental control and numerous other innovative features.

Launching an industry-shaping TV platform that delivers a personalized and interactive TV experience to consumers Ericsson's IPTV offering combines Ericsson's leading IPTV middleware, network solutions, service-layer applications, together with Ericsson business consultancy and systems integration capabilities and services. Ericsson enables operators to differentiate their TV offerings and provide innovative services that attract, retain and excite the consumer. Operators can quickly create, trial and deploy the individual TV services that are most important to their subscribers and provide a complete TV package that includes interactive, mobile and on-demand functionality.

Today, with more than 230 IPTV deployments worldwide, Ericsson is already providing best-in-class video experiences – matching the most demanding consumer expectations for high-quality pictures, and increasing volumes of on-demand content across any platform, to any device.

Ericsson's IMS platform is based on open standards and enables true convergence of networks and services through a common function for controlling IPTV and multimedia services. The open IMS standard means users can consume services on any screen, across any network, and ensures full interoperability.

*Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 195 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.*

*Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ.*

For more information, visit [www.ericsson.com](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi)

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