

Ericsson IPTV Solution – enabling a new kind of IPTV

Ericsson provides a pre-integrated, end-to-end solution for IPTV delivery that enables best-in-class TV and VOD while preparing the way for the Individual TV Experience (the next generation of TV that emphasizes personalized and connected entertainment experiences). The Ericsson IPTV Solution combines core Ericsson solutions with interoperable third-party products as part of a complete and standards-friendly ecosystem that gives customers a choice of best-in-class, fully-tested products.

The Ericsson IPTV Solution includes middleware, video processing (including advanced compression), video-on-demand back-office solutions, asset management for management of on-demand content, media servers for on-demand content distribution, CA/DRM, QoS monitoring, TV applications, IPTV Home Environment (including set-top boxes) and open interfaces for charging, provisioning and operation & maintenance.

A core component of the Ericsson IPTV Solution is the Ericsson IPTV Middleware - the world's first commercially available IPTV middleware that is integrated with IMS. A next-generation IPTV service delivery platform, gives operators the flexibility and scalability they need to create, trial and deploy a personalized and interactive TV experience for their customers. The middleware enables IPTV providers to offer a complete TV package that includes interactive, mobile and on-demand functionality.

Because Ericsson IPTV Middleware is based on open standards, it drives down the cost of deploying innovative applications for non-IMS IPTV environments, IMS IPTV networks and combined IMS/non-IMS environments. With this solution, advanced TV applications that differentiate IPTV services can be deployed more quickly and at lower cost than has been possible using 'vertical' non-standards middleware.

Building on Ericsson's long standing commitment to standards and taking an Individual TV Experience to a consumer mass market, the Ericsson IPTV Middleware supports Connected Home Gateway integration and the Open IPTV Forum (OIF) Release 1.0 specification (including implementation of Broadcast TV, EPG and VOD). In addition to Open IPTV Forum, Ericsson also actively participates on the ATIS IPTV Interoperability Forum (IIF) to ensure compatibility across IPTV standards bodies.

Standards give service providers more control over their IPTV solution than has traditionally been possible using vertically integrated solutions. They will stimulate economies of scale for IPTV components and encourage a mass-market for IPTV, which could include standardized retail set-top boxes. Thanks to IMS integration and OIF conformance in the Ericsson IPTV Middleware, services based on fixed/mobile convergence and entertainments/communications convergence can be introduced in a standardized way, so they are cost-effective for the first time. As the IMS-based TV middleware resides in an access-independent network, users will be able to access features on a TV screen, PC or a mobile device seamlessly.

For all IPTV providers, including in non-IMS environments, the middleware delivers advanced features including network PVR, local PVR, remote PVR management, Catch-up and Start-over TV, multi-room television, VOD download, DLNA content sharing, Internet TV, PC Client and SVG

(Scalable Vector Graphics) rendering. IMS-enabled features include presence, messaging, on-screen call notification, broadcast reminder on mobile and extended parental control from mobile.

The Ericsson IPTV Solution provides the means for IPTV service providers to deliver the Individual TV Experience. It enables TV that connects consumers to everything in high-quality, and services such as personalized and individualized TV on multiple screens such as computer, TV or any type of mobile device. This personalized TV experience is a key consumer demand today, as identified in extensive worldwide research by Ericsson Consumer Labs.

With more than 240 IPTV deployments worldwide and 15 of the top 20 IPTV providers using Ericsson solutions for television, Ericsson has a proven track record for providing best-in-class video experiences. The company matches the most demanding consumer expectations for high-quality pictures and increasing volumes of on-demand content across any platform, to any device. Ericsson is also the pioneer and market leader of IMS-based IPTV.

Notes to editors:

<Other links, photos etc>

Ericsson's multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 1 billion subscribers and has a leading position in managed services. The company's portfolio comprises of mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of "to be the prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 75,000 employees generated revenue of SEK 209 billion (USD 32.2 billion) in 2008. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX Stockholm and NASDAQ New York.

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