NEWS RELEASE

CES 2015: Kabel Deutschland Converges Broadcast, IP and OTT Video

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UNTERFOEHRING, MUNICH and LAS VEGAS, NV -- (Marketwired) -- 01/05/15 -- ***CES 2015*** --

- ***Next generation video service converges search, recommendation and viewing in a personalised, multi-screen, cloud-powered platform***
- ***Cisco selected as technology partner***
- ***Kabel Deutschland to unveil further details at IFA 2015***
- ***Video service to be market-ready in fiscal year 2016/17***

Kabel Deutschland (KD), a Vodafone Company and, by supplying households in thirteen German federal states with TV and broadband services, Germany's largest cable operator, announced today the partnership with Cisco to create its next generation video service. Uniquely, the next generation video service converges TV content, including broadcast, on-demand, catch-up, and time-shift TV with Internet video of all types, to create the industry's first comprehensive video-hub for the home.

Subscribers can access all the video they consume through a single immersive user interface which works across all their TVs and personal devices, and is their unified portal to all the forms of video they consume. The next generation video service presents content choices personalised to the needs of each viewer and drawn both from TV and the Internet.

Kabel Deutschland's next generation video service is based on a new cloud-powered TV platform which KD is developing together with Cisco. The platform moves control and functionality into the cloud, making it quick and easy for Kabel Deutschland to update features, and offer new services. In the home, the next generation video service will use connected devices from Cisco, again selected to offer the capacity, connectivity and features necessary to deliver on the open, integrated home-hub concept.

In September at the IFA 2015, the world's leading trade show for Consumer Electronics and Home Appliances in Berlin, the Vodafone Company Kabel Deutschland will unveil further details of the future TV service that is expected to be market-ready in the course of the fiscal year 2016/17.

About Kabel Deutschland - A Vodafone Company
The Vodafone Company Kabel Deutschland ('KD'), Germany's largest cable operator, offers its customers high definition (HD), digital (SD) and analog TV, Pay TV and DVR offerings, Video on Demand, broadband Internet (up to 100 Mbit/s), WiFi services and fixed-line Phone services via cable. Kabel Deutschland also distributes mobile services. Situated in Unterfoehring near Munich, the publicly listed company (MDAX, MSCI Europe, Stoxx 600 Europe) operates cable networks in 13 German federal states and supplies its services to approximately 8.3 million connected households. As of March 31, 2014, Kabel Deutschland had approximately 3,700 employees. For the fiscal year ended March 31, 2014, Kabel Deutschland reported revenues of EUR 1,900 million and an Adjusted EBITDA of EUR 910 million.

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.

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