



NEWS RELEASE

Cisco Delivers New Revenue Opportunities and Lower Cost Options With Its Cloud Video Solutions, Gains Market Traction

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Cisco's Growing Suite of Infinite Cloud Video Solutions Now Available to Satellite Operators Like D-Smart

LAS VEGAS, NV -- (Marketwired) -- 01/06/16 -- **CES 2016** - At CES today Cisco (NASDAQ: CSCO) is showing service providers, media and entertainment companies how they can transform through innovation, and deliver multiscreen TV experiences from one cloud, over any access network, anywhere.

Cisco Infinite™ cloud software video entertainment solutions are currently provided as a service (aaS) to over 70 content and service providers worldwide. These solutions are helping them grow their businesses by delivering services faster and reducing operating costs.

Cisco announced in September two new Infinite suite products that support the delivery of full-featured TV, including:

- **Infinite Home:** A multiscreen video solution for two-way telcos and cable service providers.
- **Infinite Video:** An over-the-top (OTT) video solution for content and service providers; this now supports delivery of content to a broader range of devices, including Roku boxes, Apple TV and Amazon Fire TV, and multiple companion and second screen devices.

At CES, Cisco is introducing the third member of its Infinite Solutions suite:

- **Infinite Broadcast:** A multiscreen video solution for one-way and hybrid satellite and cable service providers.

D-Smart, the Turkish TV provider of both satellite digital broadcasting and Internet services, is working closely with Cisco to transform its D-Smart Blu multiscreen service with the Cisco® Infinite Broadcast

solution.

"We needed a cloud solution that could support our needs to quickly expand the variety of services for our customers across multiple screens. We also needed a new user guide that could simply blend multiple sources of content," said Erdogan Simsek CTO, D-Smart. "Cisco offered us a flexible cloud software solution to easily merge the worlds of online video and live broadcast TV."

"Through cloud innovation, Cisco is helping its customers change how their video is delivered and viewed so they can thrive in the emerging cloud era," said Yves Padrines, vice president, Global Service Provider EMEAR, Cisco. "Infinite solutions help customers like D-Smart benefit from a system that allows them quick service introduction, with frequent updates that can be delivered in minutes versus months."

Cisco is transforming how video is created, delivered and consumed through cloud-powered, networked video entertainment solutions for traditional service providers, media and OTT companies.

Our leading positions in cloud, networking and security globally help enable us to quickly, cost-effectively and securely deliver video services to one in every three pay TV homes worldwide.

Supporting Resources:

- [About D-Smart](#)
- [Cisco Infinite Solutions](#)
- Follow Cisco news and activities on Twitter via @CiscoSPVideo
- Subscribe to [Cisco's SP360 feed](#)

RSS Feed for Cisco: <http://newsroom.cisco.com/dlls/rss.html>

About Cisco

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Press Contact:

Sara Cicero
770-331-0269
stutzes@cisco.com

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