



NEWS RELEASE

## Cisco Puts the Cloud to Work for Service Providers, Pay TV, and Media Companies at CES 2015

2015-01-05

Company Continues Cloud Video Momentum; Announces Cloud-Powered Solution With Kabel Deutschland

LAS VEGAS, NV -- (Marketwired) -- 01/05/15 -- **CES 2015** -- At CES 2015, Cisco (NASDAQ: CSCO) is demonstrating how it is helping service providers, broadcasters, and media and entertainment companies to transform their business to capture the benefits of the Internet of Everything (IoE) with cloud-based video solutions, virtualized managed services solutions and much more.

Cisco chairman and CEO John Chambers will participate in an Internet of Everything keynote panel titled "Fast Innovation: Disrupt or Be Disrupted," on Wednesday, January 7, 11:00 a.m. - noon PT, at the Las Vegas Hilton Hotel, alongside Neil Smit, president and CEO of Comcast Cable and Dr. Werner Struth, president and CEO, Bosch.

### ***Demonstrating Leadership in Cloud***

Cisco will privately host a range of cloud-powered demonstrations for its partners and customers at its CES campus, The Wynn Hotel in Las Vegas. These demonstrations will showcase the industry's most complete portfolio of cloud products and services, spanning video, mobility, collaboration, broadcasting and the connected home. Each will exemplify how to drive profitable customer-centric business outcomes through cloud-based innovations and services, which help service providers and media companies transform their business, customer experiences, and their architecture.

For pay-TV operators and media and entertainment companies, Cisco will be demonstrating ways to use its [Videoscape™ Cloud solutions](#) to virtualize and orchestrate video workloads that used to require substantial time, dedicated infrastructure and complex processes to deliver. Videoscape solutions like Cloud DVR move more functionality to the cloud, making it fast and easy for operators to add service features, giving consumers the dynamic "follow me anywhere" video experiences they crave.

Today, only Cisco can offer Pay-TV, media and entertainment companies and Service Providers a complete family of open standards-based cloud solutions, all designed to expand their business,

reduce costs and improve agility. Examples include: Cisco Cloud Services and the Intercloud, OpenStack software solutions, the Evolved Services Platform (ESP), Virtualized Video Processing, Videoscape Cloud Services, Cisco cloud- scale Unified Computing System™ (UCS®), cloud powered collaboration tools, cloud security solutions, Big Data, analytics, and more.

***Additional Cisco news issued today at CES: Helping our customers transform the experience:***

- [\*\*\*CES 2015: Kabel Deutschland Converges Broadcast, IP and OTT Video; Cisco selected as technology partner\*\*\*](#)

***Additional Cisco Speakers at CES 2015:***

- Jeff Campbell, vice president, government affairs, Cisco, "[5G and the Mobile Future](#)," Monday, January 5, 2:15 - 3:15 p.m., Las Vegas Convention Center (LVCC), North Hall, Room N256.
- JT Taylor, Sr. manager, product marketing, Service Provider Video, Cisco, "Consumer Demand for Next-Gen TV Services, Connections Summit, Tuesday, January 6, 10:30 - 11:45 a.m., Venetian Hotel, Level 1, Casanova 602.
- Joseph Bradley, vice president, Cisco Consulting Service, "[The State of the Internet of Things](#)," Research Summit, Wednesday, January 7, 3:30 - 4:30 p.m., Las Vegas Convention Center, North Hall, Room N253.
- Doug Webster, vice president, Service Provider Marketing, Cisco, "[Personal Data as a New Digital Currency](#)," Thursday, January 8, 11:30 a.m. - 12:30 p.m., Las Vegas Convention Center, North Hall, Room N261.

***Supporting Quotes:***

- ***Manuel Cubero, CEO, Kabel Deutschland***  
"Our video future lies in delivering converged, personalized, social, multi-screen video experiences, from a standardized, IP-based, cloud-powered platform. We have chosen Cisco as our partner for software and set-top boxes because Cisco shares these fundamental tenets, and their products and plans best realize them."
- ***Yvette Kanouff, senior vice president and general manager, Cisco Service Provider Video Software and Solutions***  
"Cisco is proud to work with a leader and innovator like Kabel Deutschland to realize their vision of transforming their video business to a software-based, agile, cloud-powered platform. Cisco has invested heavily to become the leader in cloud and virtualization because these technologies will help our customers deliver great services, become more agile and ultimately grow their businesses."

***Supporting Resources:***

- [Cisco IoE: Tomorrow Starts Here](#)
- [About Cisco Videoscape Cloud Services](#)
- ***Blog Series: Cisco at CES 2015:*** Cisco SP360: <http://blogs.cisco.com/sp>
- Follow Cisco's CES news and activities on Twitter: [#VideoinCloud](#) and [@CiscoSPVideo](#)

***Tags/Keywords***

Cisco, cloud, cloud video, Internet of Everything, IoE, Intercloud, IP, Kabel Deutschland, John Chambers, Manuel Cubero, OTT video, mobility, Videoscape Cloud, Yvette Kanouff

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

**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>.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. A listing of Cisco's trademarks can be found at [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company.

**Press Contact:**

Sara Cicero  
Cisco  
(770) 236-2181  
[stutzes@cisco.com](mailto:stutzes@cisco.com)

**Industry Analyst Contact:**

Brenna Karr Gibbs  
Cisco  
(949) 887-0630  
[brekarr@cisco.com](mailto:brekarr@cisco.com)

**Investor Relations Contact:**

Emily Hunt  
Cisco  
+44 20 8824 4283  
[emhunt@cisco.com](mailto:emhunt@cisco.com)

Source: Cisco