



NEWS RELEASE

## Cisco Showcases New Generation of Virtualized Video Solutions at NAB 2015

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Cisco's Open Network Architecture Raises the Bar With Integrated Security, Seven New Virtualized Video Functions, Multi-Vendor and Intercloud Integration

LAS VEGAS, NV -- (Marketwired) -- 04/10/15 -- **NAB 2015** -- At NAB 2015, Cisco (NASDAQ: CSCO) will demonstrate how it is once again raising the bar with a new generation of all-IP virtualized video solutions that help media companies get new services and features to market faster, protect themselves from attack and reduce costs.

At **booth #N802 in the North Hall** at the Las Vegas Convention Center, Cisco will showcase how its Open Network Architecture is addressing the top priorities for broadcasters and media and entertainment companies in 2015, featuring seven new virtualized video functions, unified threat-centric security architecture and open orchestration that integrates and utilizes third-party products and applications. Highlights include:

- Virtualized video processing (V2P) solutions for the entire video infrastructure, reducing the time it takes to add new video services to minutes or less, and cutting costs 35% or more by consolidating multiple separate infrastructures into a single, cloud-based, virtualized solution.
- Security for the virtualized video environment across the entire attack continuum, including video streaming, end point, network, data center, web and email security.
- Live demonstration of broadcast video production over IP: Cisco and Grass Valley, a Belden brand, have teamed to demonstrate how Belden's video production application can leverage SDN Orchestration to control an all-IP video production network, enabling media companies to migrate to a next-generation, cost-effective and scalable network, without replacing their mission critical applications.
- Programmable private and hybrid cloud infrastructures for the media data center to support secure, elastic, scalable and flexible workflow requirements.
- A "Live from New York" demonstration, with Time Warner Cable, of high quality, live 4K/HEVC, delivered by a virtualized Videoscape™ infrastructure.
- New business and monetization models with Video Everywhere delivered as a service (aaS), advertising substitution, and advanced viewer analytics.

- Various third-party demos that integrate Cisco® media-centric hardware with virtualized software solutions, and accelerate the implementation of media workflow processes, including ingestion, streaming, quality control and security.

### **Cisco Speakers at NAB 2015:**

#### **NAB Super Sessions:**

- David Ward, senior vice president, Engineering, CTO and chief architect, Cisco, "[From Capture to Consumer: How New Content Dynamics are Affecting Broadcast Infrastructures,](#)" Tuesday, April 14, 12:30 p.m. - 1:30 p.m., Las Vegas Convention Center, South Hall, Room S222.
- Doug Webster, vice president, Service Provider Marketing, Cisco, "[Broadband and the Internet of Things: Realities and Myths,](#)" Wednesday, April 15, 10:30 a.m. - 12:00 p.m., Las Vegas Convention Center, South Hall, Room S222.

#### **Daily Sessions in the Connected Media Theater:**

- Amar Latif, Systems Engineer, Service Provider business, Cisco, and Tom Ohanian, business development manager, Service Provider business, Cisco, "[Connected Media IP Keynote: Agile Cloud Infrastructures for the Broadcast and Media Industry,](#)" Monday, April 13, 10:00 a.m. - 11:00 a.m., Las Vegas Convention Center, Connected Media IIP Pavilion.
- Pradeep Kathail, chief software architect, Cisco Software Group, "[Connected Media IP Keynote: Deterministic IP Networks for Live Video Production and Next Generation Broadcast Video with IP,](#)" Tuesday, April 14, 10:00 a.m. - 11:00 a.m., Las Vegas Convention Center, Connected Media IIP Pavilion.
- Dave Bloom, manager, systems engineering, Cisco, "[Connected Media IP Keynote: Software-Defined Storage for Broadcast and Media,](#)" Wednesday, April 15, 10:00 a.m. - 11:00 a.m., Las Vegas Convention Center, Connected Media IIP Pavilion.

#### **Supporting Quotes:**

- **Yvette Kanouff, senior vice president and general manager, Cisco Service Provider Video Software and Solutions**  
"We feel strongly that all-IP, fully virtualized, secure and open solutions are the future of video processing, and we are investing to make these realities. At last year's NAB, Cisco showcased its revolutionary Virtualized Video Processing (V2P) platform, designed to make it easier for media and entertainment companies to create new video workflows with software, on demand. Reacting to our customers' top concerns this year, we are integrating end-to-end security into our architecture, expanding it with a wealth of new virtualized functions, integrating it with the Intercloud and proving the value of our open orchestration framework by integrating third-party applications from some real industry powerhouses."

#### **Supporting Resources:**

- [Cisco Videoscape Cloud Solutions](#)
- **Blog Series: Cisco at NAB 2015:** Cisco SP360: <http://blogs.cisco.com/sp>
- Follow Cisco's NAB news and activities on Twitter: [#NAB15 and @CiscoSPVideo](#)

#### **Tags/Keywords**

Cisco, cloud, cloud video, Intercloud, IP, NAB, SDN, Videoscape Cloud, virtualization, Yvette Kanouff

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#### **About Cisco**

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