



NEWS RELEASE

## Cisco Transforms Storage and Delivery for Multiscreen Video

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New Cisco Solutions Help Customers Lower Costs

LAS VEGAS, NV -- (Marketwired) -- 01/06/16 -- **CES 2016** -- At CES this week, Cisco (NASDAQ: CSCO) is showing how pay-TV operators, content providers and media companies can lower costs and drive revenue from new services, by transforming their video operations with cloud technology and software-based video functions.

Growth in online video and the increasing availability of higher-resolution content is requiring video operators to transport higher volumes of data and content through their networks.

Cisco VNI forecasts<sup>1</sup> that by 2019, 80 percent of IP traffic will be video. 42 percent of IP traffic will be viewed across mobile devices, and 68 percent will be a mix of high-definition and 4K/ultra-high-definition video.

Cisco<sup>®</sup> Virtualized Video Processing (V2P) provides an open platform to simply manage software-based functions formerly handled by hardware. This helps video providers speed time to revenue, simplify operations and reduce costs.

At CES, Cisco is unveiling two new solutions for the platform. By blending cloud hardware with open-source software and industry standards, service providers can further reduce the costs and complexities of operating content delivery network (CDN) and video storage systems.

- Cisco's Open Media Distribution is a flexible new cloud-ready CDN platform for delivering multiscreen video experiences to managed and unmanaged devices. This solution is currently helping to support customers including Canadian-based **Shaw Communications Inc.**
- Cisco's Cloud Object Storage is a software-based storage solution designed to support the storage needs for video services such as cloud DVR and time-shift TV. Video providers in the Americas and Europe are currently deploying this solution.

"Cisco's V2P is the only platform today that virtualizes these core video headend functions in the cloud," said Conrad Clemson, senior vice president and general manager, Cisco Service Provider Video Software and Solutions. "V2P leverages open-source software to deliver valuable consumer video services faster, with the ability to flexibly accommodate 3<sup>rd</sup> party solutions."

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:**

- [Cisco Virtualized Video Processing](#)
- [Cisco Service Provider Video Solutions](#)
- [Cisco Open Media Distribution](#)
- [Cisco Cloud Object Storage](#)
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<sup>1</sup> Source: Cisco Visual Networking Index Forecast 2014-2019 [www.cisco.com/go/vni](http://www.cisco.com/go/vni)

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

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