



NEWS RELEASE

## Cisco at IBC 2015: Showcasing the Future of Pay-TV and Digital Media Technologies: Software-Defined, All-IP and Secure

2015-09-10

Cisco to Showcase How It Is Driving Transformation Through Innovation With New Cloud Video Entertainment Solutions; New Broadcast Video Production & Virtualized Headend Workflows; End-to-End Security Solutions for Video Content, Data Centers, Email and Web  
AMSTERDAM, THE NETHERLANDS -- (Marketwired) -- 09/10/15 -- **IBC 2015** -- At IBC 2015 in Amsterdam this week, Cisco (NASDAQ: CSCO) will demonstrate how it is helping service providers, media and entertainment companies and broadcasters worldwide increase revenue, lower costs and speed time to market with cutting-edge video entertainment experiences delivered from an open, highly secure IP and cloud-powered system.

At stand **1.A71 in Hall 1** at the RAI, Cisco will showcase a series of video solutions based on open IP networking, cloud and virtualization technologies. With these demonstrations, Cisco will emphasize its focus on cloud video solutions, virtualized video processing and end-to-end security for service providers and the media and entertainment industry.

### **Highlights include:**

- New, cloud-powered video entertainment solutions that will help customers deliver TV services to multiple screens utilizing one cloud, on any access network, within and beyond the home.
- Virtualized Video Processing (V2P) solutions for the entire video workflow, consolidating multiple separate headend infrastructures into a unified, virtualized solution. Cisco will debut a new V2P software application for delivering premium video picture quality and improving network bandwidth efficiency.
- Virtual managed services, featuring end-to-end service automation with cross-domain orchestration and virtualization.
- Security solutions to protect video content in the data center prior to distribution and after it reaches consumers' homes, in addition to enterprise-level web and email security.

- Programmable private, and hybrid cloud infrastructure solutions for media and broadcast data centers to support secure and scalable video workflow requirements.
- The latest in home CPE utilizing HEVC/4K, WiFi, open data gateway software, and gateway architecture providing seamless in-home video and data distribution.
- Cisco will debut its innovative Snowflake™ 16 cloud-based user experience, showing how service providers and media companies can take advantage of the cloud to redefine how subscribers interact with video using any screen, anywhere.
- Cisco has redesigned and simplified how data gathering, analytics, and intelligence work with Mobility IQ, the industry's first and most complete cloud service that unifies and harnesses real-time information across the wireless network, making it available in one dashboard.
- Joint demonstration with EVS showcasing IP networking for remote video production of multi-feed live uncompressed video using Cisco standard IP switches and software defined networking (SDN)

### **Cisco Speakers at IBC 2015:**

- David Ward, senior vice president, Engineering, CTO and chief architect, Cisco, "[The Next Wave of Internet Disruption,](#)" Friday, September 11, 11:30 a.m. - 1:30 p.m., RAI, Room G102/103.
- Ali Begen, lead engineer, Video and Content Platforms Research and Advanced Development Group, Cisco, "[Video Downloading Over the Internet - Dynamic Adaptive Streaming Protocols,](#)" Friday, September 11, 11:30 a.m. - 1:00 p.m., RAI, Emerald Theatre.
- Tom Ohanian, manager, business development and sales, Service Provider, Cisco, "The Business Case for Transitioning to IP - Let's talk money," Friday, September 11, 5:00 - 6:00 p.m., RAI, Imagine Communications Booth 4.AMT, Hall 4.
- Ken Morse, vice president, office of the CTO, Service Provider Video Software and Solutions, Cisco, and Guillaume De Saint Marc, senior director, office of the CTO, Service Provider Video Software and Solutions, Cisco, "[Cutting Edge Technologies I - New Service Concepts,](#)" Saturday, September 12, 11:30 a.m. - 1:00 p.m., RAI, Emerald Theatre.
- Nick Fielibert, director, business development and sales, EMEAR cable, media and video, Cisco, "[From SDI to IT networks: Impacts on Technology, Workflow and Team Building for TV and Media Production,](#)" Monday, September 14, 6:00 p.m. - 7:30 p.m., RAI, Emerald Theatre.

### **Supporting Quotes:**

- ***Yvette Kanouff, senior vice president and general manager, Cisco Service Provider Video Software and Solutions***

"Our customers' businesses are getting larger and more complex with every industry consolidation. At this show, we are demonstrating solutions that simplify delivering compelling video services, and free our customers to take advantage of the tremendous opportunities the video business offers. Only Cisco has the scale, scope and technology to be a true business partner for the world's video operators and media companies."

The most comprehensive, open and modular video solution for virtualized video processing (V2P), distribution, playout and security, Cisco's end-to-end orchestrated video platform is trusted by service providers, media and entertainment companies and broadcasters worldwide to manage their video workflows, reduce costs and complexity, increase efficiency and ARPU, and protect their content. Powered by the cloud, Cisco enables rapid time-to-market for advanced services like time-shifted TV, cloud DVR, targeted advertising, personalized video and secure content distribution throughout the home. Billions of people worldwide watch TV programming from companies that use Cisco.

### **Supporting Resources:**

- [Video: Cisco at IBC 2015](#)

- [Cisco Service Provider Cloud Video Solutions](#)
- [Cisco Virtualized Video Processing Solution \(V2P\)](#)
- [Cisco Service Provider Video Security Solutions](#)
- **Blog Series: Cisco at IBC 2015:** Cisco SP360: <http://blogs.cisco.com/sp>
- **Follow Cisco news and activities at IBC 2015 on Twitter** via #CiscoIBC, #IBC 2015 and @CiscoSPVideo.

**Additional News Issued By Cisco Today at IBC 2015:**

- [IBC 2015: Cisco Premieres Software-Centric Media Architecture, Transforming Broadcast and Video Production To Handle Massive Video Consumption](#)
- [nc+ Simplifies OTT With Cisco Virtualized Video Processing](#)

**Tags/Keywords**

Cisco, cloud, cloud video, 4K, HEVC, IBC, SDN, virtualization, RAI, Yvette Kanouff

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