



NEWS RELEASE

# NBC Olympics Selects Cisco IP Video and Networking Solutions for Its Production of 2016 Olympic Games in Rio

2016-04-18

Cisco to Deliver More Digital and Online Content From More Cameras to More Devices  
LAS VEGAS, NV -- (Marketwired) -- 04/18/16 -- **NAB 2016** - NBC Olympics, a division of the NBC Sports Group, has selected Cisco (NASDAQ: CSCO) to provide Internet Protocol (IP) video contribution and distribution solutions, along with networking and security solutions for its production of the Games of the XXXI Olympiad, which take place in Rio de Janeiro, Brazil, from August 5 to 21, 2016.

The announcement was made today by Craig Lau, Vice President, Information Technology, NBC Olympics, and Dave Ward, CTO of Engineering and Chief Architect, Cisco.

Cisco will help with on-site production by streamlining the management and publishing of video content to consumer devices using solutions from the Cisco<sup>®</sup> Media Blueprint, along with premium network protection.

[Cisco Media Blueprint](#) is a new applications and converged IP infrastructure approach for producing, storing, distributing and securing broadcast media content. It is based on open standards, and is directly supported by many of the media industry's key software providers.

Cisco will provide a wide range of products and services to support 24/7 broadcasting from 26 venues, and multiple gigabytes of video content delivered online. Key components include:

- Wireless and POE-enabled (power over Ethernet) switching infrastructure
- Network routing and switching technology via the Cisco carrier-class ASR9000 and Cisco Nexus<sup>®</sup> portfolio
- Virtual Private Network (VPN) services via Cisco ASA firewalls
- Intrusion Prevention (IPS) and robust network security with the Cisco Sourcefire<sup>®</sup> and Lancope

- solutions
- Telepresence technology facilitating producer and talent communication

Lau said: "Cisco is helping us transform how we scale the massive amounts of video content for events like this, for delivery to more distribution channels. As we continue to transition from SDI to IP in our network operations, we are able to better manage our workflows with precise timing and synchronization."

Ward said: "With a pervasive and highly secure IP network, they can better scale video transport in the production environment to deliver all types of content, including more HD to the tens of millions of people watching on different types of devices."

### ***About NBC Olympics***

A division of the NBC Sports Group, NBC Olympics is responsible for producing, programming and promoting NBCUniversal's Olympic coverage. It is renowned for its unsurpassed Olympic heritage, award-winning production, and ability to aggregate the largest audiences in U.S. television history. For more information on NBC Olympics' coverage of the Rio Olympics, please visit:

<http://nbcSPORTSGROUPPRESSBOX.COM/>

### ***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.

Video to embed: <http://video.cisco.com/detail/videos/service-provider/video/4825360219001/>

RSS Feed for Cisco: <http://newsroom.cisco.com/rss-feeds>

### **[Embedded Video Available](#)**

Sara Cicero  
Sr. Public Relations Manager  
Cisco  
Service Provider Video  
770-236-2181 direct  
770-331-0269 cell

Source: Cisco