



NEWS RELEASE

Nc+ Simplifies OTT With Cisco Virtualized Video Processing

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Foundation for Next-Gen Video Redefines nc+ Multiscreen Video Services

AMSTERDAM, THE NETHERLANDS -- (Marketwired) -- 09/10/15 -- **IBC 2015** Cisco (NASDAQ: CSCO) today announced its collaboration with nc+, the most technically advanced digital platform in Poland, to deliver multiscreen video services from a converged virtualized video processing platform.

nc+ reaches approximately 2.12 million subscribers and offers over 160 channels, with 60+ in high definition (HD). It offers a host of entertainment services including personal video recorder (PVR), Multiroom PVR, video-on-demand (VOD), and the nc+go mobile app that enables subscribers to watch TV on tablets or smartphones.

nc+ is using Cisco® Virtualised Video Processing (V2P) to unify its video processing infrastructure to more rapidly and cost-effectively deliver new multiscreen video services. By virtualizing and orchestrating live, VOD and time shift TV workflows, nc+ can dramatically simplify its video service operations from live encoding to multiscreen playout.

Highlights of the Cisco solution include:

- V2P will power the video processing functions such as encoding, transcoding, recording, storage, packaging and playback for the multiscreen live, VOD and time shift TV services delivered by nc+. As a foundational video platform, nc+ can also extend V2P to support future cloud DVR services.
- V2P will also enable nc+ to more flexibly process video across hybrid hardware and software encoding resources. The Cisco Digital Content Manager (DCM) will produce services for live content distribution, and the Cisco AnyRes [VOD encoders](#) will do the off-line content transcoding for the VOD library.
- Cisco Cloud Object Store (COS) will provide a unified storage service for the nc+ video platform for a highly efficient and media-optimized video storage solution.
- The software and virtualized components are implemented on Cisco data center technologies

including Cisco Unified Computing System™ (Cisco UCS®) servers and Cisco Catalyst C4500-X switches.

- Cisco Professional Services provides end-to-end support.

Supporting Quotes:

- **Jaroslav Kordalewski, executive vice president for IT and Technology, nc+**
"In this highly competitive marketplace, the key to staying ahead lies in achieving balance between addressing current customer demands and making insight-led investments in future trends. nc+ recognizes the role of innovation in building a sustainable growth strategy, and our collaboration with Cisco is testament to that commitment."
- **Yves Padrines, vice-president, Global Service Provider, EMEAR, Cisco**
"nc+ shares our vision for the future of television, and recognizes the need to unify their network architecture, combining physical and virtual resources to provide the cost savings and agility they need to deliver the best TV experiences available to consumers in a variety of ways, on a variety of devices."

Supporting Resources:

- [About nc+](#)
- [Cisco Virtualized Video Processing Solutions \(V2P\)](#)
- Follow Cisco's Service Provider Video news and activities at IBC on Twitter via #CiscoIBC and [@CiscoSPVideo](#)
- Subscribe to [Cisco's SP360 feed](#)

Additional News Issued By Cisco Today at IBC 2015:

- [Cisco at IBC 2015: Showcasing the Future of Pay-TV and Digital Media Technologies: Software-Defined, All-IP and Secure](#)
- [IBC 2015: Cisco Premieres Software-Centric Media Architecture, Transforming Broadcast and Video Production To Handle Massive Video Consumption](#)

Tags/Keywords:

Cisco, nc+, Jaroslav Kordalewski, OTT, Cloud DVR, Videoscape, Yves Padrines

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