



NEWS RELEASE

Vodafone Launches GigaTV with Cisco

2017-02-27

New Service Delivers Seamless Mobile Experience, Personalized Recommendations, and Ultra HD Content

BARCELONA, SPAIN -- (Marketwired) -- 02/27/17 -- **MOBILE WORLD CONGRESS** -- Consumers in Germany can now access a vast selection of channels and video-on-demand (VoD) offers via GigaTV, a next-generation cloud video service from Vodafone Germany, developed by Cisco (NASDAQ: CSCO). The service is accessible through a TV set-top box or smartphone and tablet applications.

GigaTV delivers a seamless viewing experience in and out of the home. New functionality also includes personalized recommendations, smart search and a new intuitive navigation capability for improved content discovery.

Powered by [the Cisco Infinite Video Platform](#), GigaTV allows Vodafone to deliver a premium video service with improved functionality, video quality and access to content through external platforms like Maxdome, Sky and other VoD providers. Offered as a cloud service, Cisco's Infinite Video Platform enables Vodafone to offer new functionality to its subscribers every two weeks.

Cisco and Vodafone will showcase a demo of GigaTV at the Cisco booth located in **Hall 3, #3E30** at Mobile Word Congress in Barcelona this week.

"GigaTV delivers a premium, innovative video service to Vodafone customers," said **Conrad Clemson, senior vice president and general manager, Service Provider Platforms and Applications, Cisco**.

"During this project we truly transformed the way we develop and deliver video solutions, helping Vodafone use a single platform to deploy video services across all screens, bridging from their networks to OTT."

"GigaTV brings together conventional television and new video services via a personalized user experience, whether you are at home or on the go with your smartphone or tablet," **said Manuel Cubero, Chief Commercial Officer, Vodafone Germany**. "Thanks to Cisco's Infinite Video Platform we are able to significantly increase customer satisfaction and provide a unique entertainment experience throughout Germany."

Cisco is building the simplified, automated and virtualized network platform of the future based on industry-leading software, systems, silicon and services. This enables service providers, media and web companies worldwide to reduce costs, speed time-to-market, secure their networks and sustain profitable growth.

Supporting Resources

- [About GigaTV](#)
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Source: Cisco