

# IPSoft iVision IPTV Middleware

## Ver.3.0

**IPSoft iVision IPTV Middleware** is a carrier-class service delivery platform to enable interactive video (IPTV, VoD, PVR, etc.), communication (voice, video, instant messaging, etc.), and interactive multimedia services (games, ads, etc.) for IPTV and Hybrid fixed and mobile networks.

**The platform is designed to provide a core service functionality of IPTV solution:**

- Access to all IPTV services;
- Subscriber portal generation;
- Service management and basic accounting;
- IPTV components interoperability.

Open-standard based IPSoft iVision provides cross-integration of all IPTV solution components including leading vendor solutions, operator's proprietary systems and software, and Netris telecommunication solutions like **IPSoft iStream**, **IPSoft DMA**, **IPSoft iVision PC Solution** and others.



## IPSoft iVision IPTV Middleware ver. 3.0 Features and Benefits



- ✓ New solid architecture enables performance boosting and reliability growth.
- ✓ User Interface with cutting-edge capabilities: Mosaic View, Picture in Picture, Portal Search, Grid EPG, iCodetm, Parental Control, Reminders.
- ✓ Standard IPSoft iVision package includes several already-defined interface designs in SD and HD formats, and they might be deeply customized. Moreover, using IPSoft iVision Portal SDK, even an operator itself can create unique user interfaces according to operator preferences and marketing or regional strategies.
- ✓ Simple mechanisms for integration.
- ✓ Preintegration with Amino, ADB, Motorola, Sagem, Pirelli, D-Link, General DataComm IP STBs.
- ✓ PC Client Support.
- ✓ Hybrid IPTV/DVB-C Support.
- ✓ B2B Model Support with **IPSoft iVision Hosted Edition**.



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## IPSoft iVision PC Solution

**IPSoft iVision PC Solution** allows carriers to offer IPTV and value-added services on personal computers of the subscribers. IPSoft iVision PC Solution turns any broadband-connected PC into a fully functional, interactive IP client that complements the use of set-top boxes (STBs) in today's networked household. One of the solution components is developed by CA/DRM vendors that provides decryption media content on users' computers.

### Services:

- Broadcasting over IP;
- Grid EPG;
- Video on Demand (VOD);
- TimeShifted TV (Start Over);
- Digital Video Recording (DVR);
- Progressive Downloading.

### Features:

- EPG import and generation;
- Content folders (movies, music);
- Flexible management of rate packets;
- Based on CA/DRM systems (Verimatrix VCAS and SecureMedia Encryptonite ONE);
- Subscriber identification and authorisation;
- Integration with operator's OSS/BSS;
- Collecting statistics, reporting.



The most powerful synergy is given by the combination of **IPSoft iVision PC Solution** and **IPSoft iVision IPTV Middleware**.

### CA/DRM Systems



### Approved Solution

Central Telegraph (Svyazinvest), one of the largest carriers in Russia, completed the integration of IPSoft iVision PC Solution into QWERTY.TV, the IPTV service from Central Telegraph in July 2008. On the base of IPSoft iVision PC Solution the operator has launched a new service named TELEQ that enables to use consumers' PCs to access interactive TV services. Central Telegraph is the first IPTV operator in Europe to deploy PC-based pay-TV service model. At the present QWERTY.TV's subscribers enjoy TV channels and EPG via PC.



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