



Netris IPTV Solution

Netris

creating multiservice systems in multivendor environment



Telco operators are always looking for the ways to increase Average Revenue Per Subscriber (ARPU) by deploying new-generating services such as Interactive TV, HDTV, TimeShift, nPVR, etc. Netris IPTV Solution is designed to offer cutting edge services to be tailored for each operator.

Key Features & Benefits

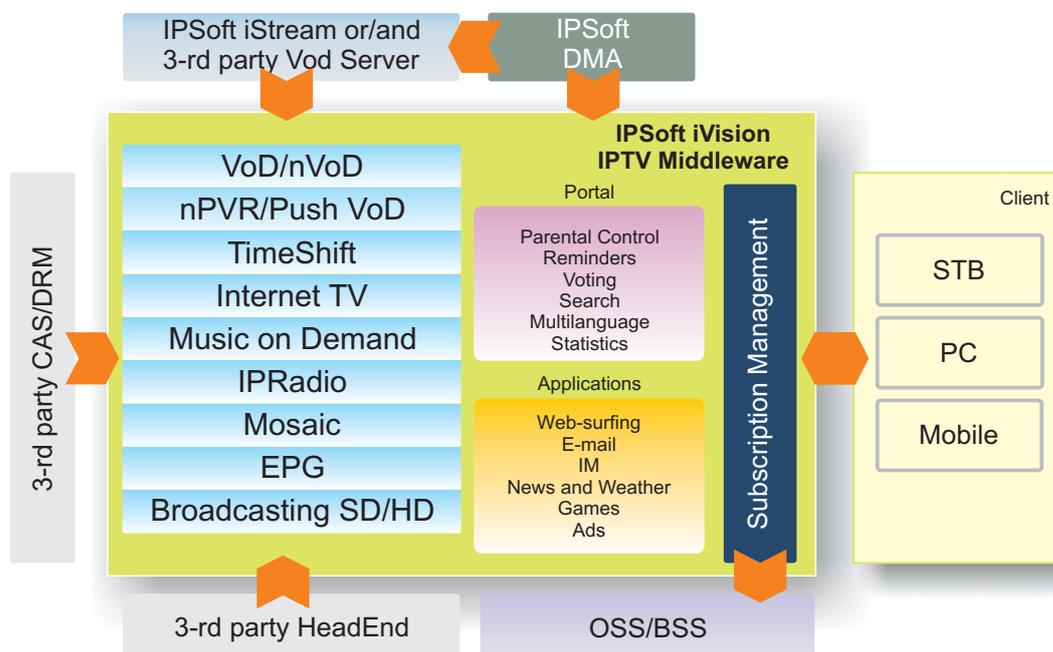
Based on Open Standard Interfaces. End-to-end IPTV solution is built on open standard interfaces and can be easily integrated with 3-rd party components including OSS/BSS and IP STBs. Today Netris IPTV solution is integrated with many products of leading IPTV vendors. The compliance to open standard enables interactive services to be integrated and delivered to the subscriber with minimal delay and guarantee carriers with the most optimal total cost.

Advanced Service Delivery Platform. The key element of the solution is **IPSoft iVision IPTV Middleware**, the advanced platform for cutting edge interactive services delivery. The list of the supported services is getting longer with every deployment as the development of the platform is performed according to the world trends and customer tailored designs.

STB and PC Clients Support. The solution supports STB and PC clients with 100 per cent content protection.

Business Model Variants. Netris IPTV Solution was designed to work in different business environment. It is suitable for wholesale business model and for a corporate deployment.

Over 200,000 subscribers trust Netris IPTV Solution. Proved scalable and reliable solution with more than 200,000 subscribers in Russia and CIS-countries.





IPSoft iVision IPTV Middleware

IPSoft iVision IPTV Middleware is a carrier-class service delivery platform to provide interactive multimedia and communication services for IPTV fixed and mobile networks. This efficient, reliable and flexible platform is built with the use of open standard interfaces and can be easily integrated with any VoD servers, CAS/DRM, OSS/BSS systems or IP STBs. The platform is designed to provide a core service functionality of IPTV solution, i.e.:

- Access to the IPTV services;
- Subscriber portal generation (GUI);
- Service management and basic accounting;
- IPTV solution components interoperability.

IPSoft iVision IPTV Middleware provides a wide array of services. Two new features to be added to the platform functionality are **Mosaic Channel View** and **Picture in Picture**. Mosaic View creates an interactive guide channel that displays multiple thumbnails of high-quality live video on a single TV screen. It makes sense especially previewing groups of channels with a similar content, i.e. sport, music, news, etc. Picture in picture allows to preview a program that is demonstrating on another channel without switching the main channel.



The introduction of new services takes little time for IPSoft iVision IPTV Middleware. Reliable and flexible architecture of the platform provides redundant solution configuration, and it allows to apply and immediately activate any configuration changes without system standby. As a Java-based application it is customizable and easy adapted to customer needs.

For the use in B2B Model Netris offers **IPSoft iVision Hosted Edition**. This solution is designed to become mediation between content-aggregators, operators, ISPs and subscribers. For big operators it creates transparent information system that enables to launch new services in a short time, to form independent tariff plans (for local operators and end-user customers), to control service consumption, to collect statistics and to choose different business scenarios for local operators. Local operators get best of breed end-to-end solution with a definite kit of content and interactive services.

IPSoft iVision PC Solution turns any broadband-connected PC into a fully functional, interactive IP client. Simple and familiar interface, interactive features, secured content and low price are the main benefits of IPSoft iVision PC Solution. A subscriber can have it separately or as a complement to the use of set-top boxes (STBs) in today's networked household.

IPSoft iStream Video Server

IPSoft iStream Video Server optimizes price and performance by leveraging a cost-effective strategy that is matched to operators' demands. VoD Server provides top value-added services that helps telecommunication operators to attract on demand customers and generate revenue at the same time. IPSoft iStream was developed as an ideal combination of high performance and reliability, with a scalable solution that makes economic sense.

IPSoft iStream delivers independent scalability of content ingest, storage and streaming across IP networks worldwide. Besides standard services VoD, nVod, nPVR and TimeShift it supports Push VoD and Broadcasting over Internet.

Broadcasting over Internet allows operator to offer media services to any broadband-connected user. The content can be delivered to any Internet user as well as to the operator's subscriber.

IPSoft Distributed Media Architect

IPSoft Distributed Media Architect (DMA) – media content distribution management system is designed to be a unique tool to provide content distribution and redundancy in a distributed environment. Netris' product enables to optimize network architecture and to reduce a number of VoD servers.

Key Features:

- Proxing and redirecting STB requests;
- Multicast content distribution from the central server to local servers;
- Content rotation from central video server to local servers depending on movies popularity;
- Checking of asset availability;
- Combination of different VoD server brands on a single network.

Netris Success Stories

COMSTAR-Direct (COMSTAR-UTS) delivers ADSL broadband Internet access services under Stream brand over MGTS PSTN network in Moscow, Russia. Since September 2005 COMSTAR-Direct has offered interactive IPTV services. In Q2 2008, the company reported 783 000 broadband Internet subscribers and 146 000 IPTV (Double Play) subscribers in Moscow. The largest commercial IPTV deployment in Eastern Europe is powered by IPSoft iVision IPTV Middleware.

Central Telegraph (Svyazinvest), one of the biggest service providers in Russia, since 2006 has offered interactive IPTV services - QWERTY.TV which is powered by Netris' IPSoft iVision IPTV Middleware where IPSoft iVision is a service delivery platform as well as a solution which integrates all IPTV components. On the base of IPSoft iVision PC Solution the operator launched a new service named TeleQ that enables to use consumers' PCs to access interactive TV services.

With over 3.2 million fixed line subscribers, **Kazakhtelecom** is one of the fastest developing telecommunication companies in the Former Soviet Union region. Netris has developed and provided Kazakhtelecom with a state-of-art IPTV System that encompasses analysis, design, integration and deployment services, powered by IPSoft iVision IPTV Middleware, Netris' advanced platform for interactive service delivery.

Netris IPTV Solution is pre-integrated with the following 3-rd party components

CAS/DRM



VoD Servers



STB



PC-Client



Pre-integration with HeadEnd equipment is not essential.

About Netris

Netris (www.netris.tv) is the leader in IP-communications software development and system integration. Netris is focusing on development of IPTV and Banking Intelligence solutions under IPSoft® trademark.

Netris provides advanced end-to-end IPTV solution with IPSoft iVision IPTV Middleware as a core element. This proven carrier-grade platform is the key element of Netris' solution portfolio which also includes IPSoft iVision Hosted Edition (suboperator model), IPSoft iVision PC Solution, IPSoft iStream Video Server, IPSoft Distributed Media Architect and IPSoft Order Management System.

Today Netris' products are deployed at the most significant IPTV roll outs in Russia (Comstar-Direct, Central Telegraph, Metalloinvest, Rosmedia) and Ukraine (Comstar-Ukraine and Ukrtelecom) and Kazakhstan (Kazakhtelecom).



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