

Netris JSC is Russian leader in IP communication software development and system integration. Netris is focused on software and solutions development and delivery for growing international markets i.e. IPTV/VoD, next-generation voice platforms and applications, OSS/BSS, CRM and other advanced solutions for service providers and corporate customers.

Netris develops its own software product portfolio for the telecommunications market under IPSoft trademark, i.e. carrier-class middleware for IPTV – IPSoft iVision as well as IPSoft Billing, IPSoft Mediation platform, IPSoft OSS/BSS portfolio, etc.

IPSoft iVision is an efficient, reliable and flexible middleware platform which uses open standards and might be easily integrated with any VoD servers, CAS, IP STBs, and other IPTV solution components. Today the majority of commercially deployed IPTV solutions in Russia are based on IPSoft iVision middleware platform. The flexibility of IPSoft iVision enables its utilization as interactive TV, video-on-demand as well as for video conferencing. It also enables supplying many contiguous services over broadband IP networks.

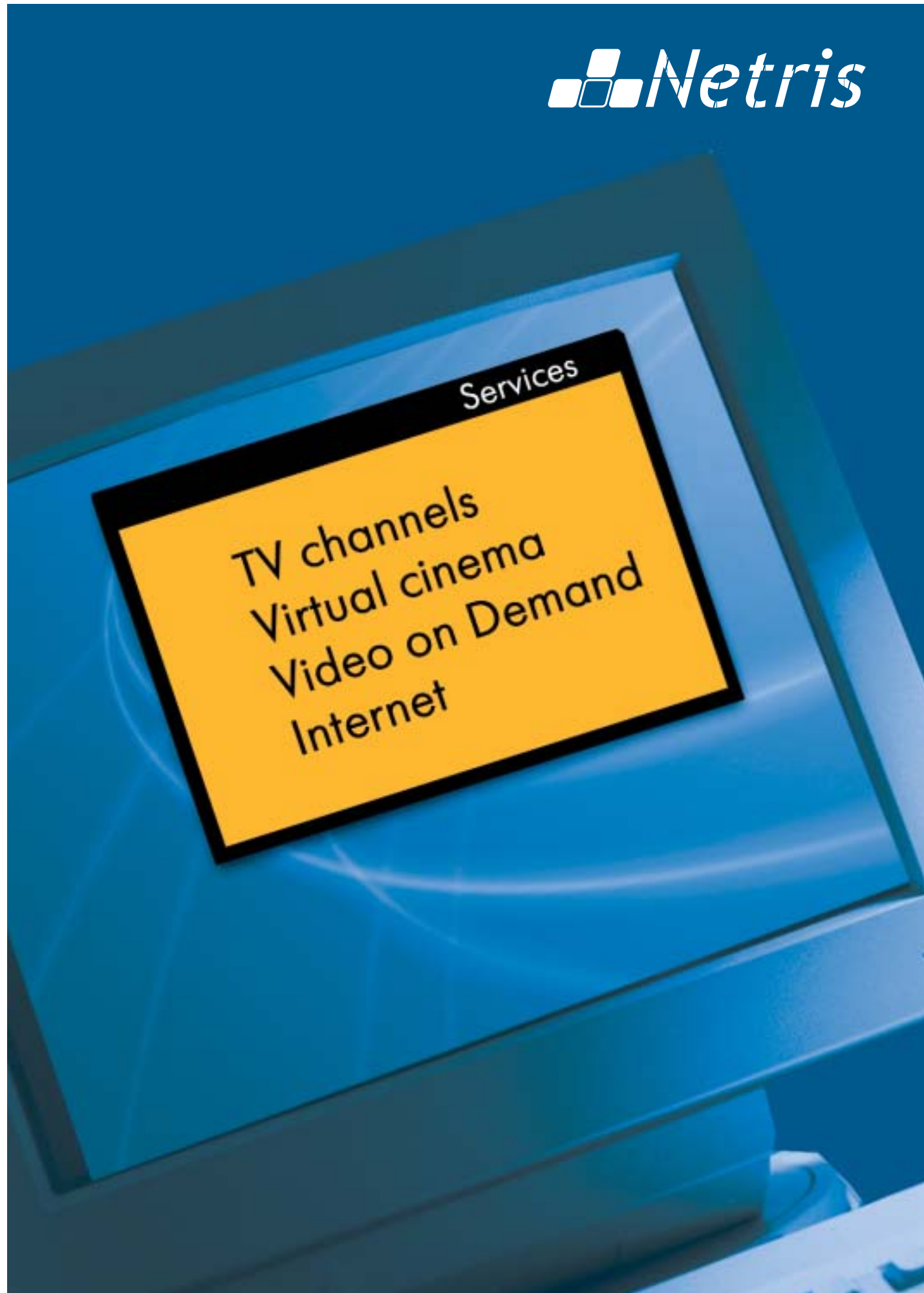
IPSoft iVision has been successfully deployed in Russian and CIS service providers such as MTU-Intel (Stream TV) - the first interactive TV in Russia, Norilsk Telecom (Siberia), UTK (Svyazinvest branch in Southern region of Russia), Comcor (Akado, Moscow), AzEuroTel (Azerbaijan), Digital TV (Kazakhstan), and many others.

Together with its leading IPTV portfolio, Netris is providing the market with various applications and solutions which help fixed and mobile service providers to optimize and enhance their capabilities to deliver new services to end customers – i.e. service activation platforms, advanced robust billing platforms, order management solutions, etc.

Netris team includes highly skilled engineers, software developers and managers capable to complete projects of any complexity and build best-of-breed solutions for the IP Communications world. Netris professionals are committed to providing timely and comprehensive support to the company partners and customers in designing and expanding next generation computer systems which process voice, data and video in the common framework of IP architecture.

The Technical Assistance Center of the company runs 24x7 using an advanced automated helpdesk system for monitoring the progress and managing escalation of customer cases related to complex technical problems, equipment repair and replacement.

Netris has partnerships with leaders of telecommunication industry – Cisco Systems, Nortel, Sun Microsystems, Microsoft, Oracle, Sybase, Kasenna, Kreatel, Amino, Tandberg Television, Scopus, Irdeto, NDS, Verimatrix, etc.



IPSoft iVision IPTV Middleware

Networks with the use of IP-technology which provide natural service interactivity, significantly extended opportunities and reliability are getting more and more popular. The total worldwide number of broadband IP-connections reaches dozens and hundreds of million, therefore it makes sense that Video over IP is considered to be the next step after Voice over IP stage in IP-communications implementation.

Deploying of video services with the use of IP-networks allows embodying unattainable opportunities for classic solutions. There are quite a few services which can be implemented with the use of this technology:

- ▼ Basic broadcasting services;
- ▼ Scheduled broadcasting, "Virtual cinema hall";
- ▼ Video and Audio on Demand;
- ▼ Remote video recorder;
- ▼ Internet access through TV-set;
- ▼ Access to E-mail services through conventional TV-set;
- ▼ Interactive inquiry and communications systems right on the screen of TV-set;
- ▼ Interactive voting services: conduct polls and follow ratings;
- ▼ Chat and Instant Messaging;
- ▼ E-commerce services including opportunity of organization of content-dependent offers;
- ▼ Videochat;
- ▼ Management of personal IP-telephone lines through TV-set;
- ▼ Hotel services through TV-set.

Addition of a new service usually does not require network modernization and will only demand adding of a program module to the middleware.



IPSoft iVision™ -
Netris IPTV service delivery (SDP)
and content management platform -
IPTV middleware



IPSoft iVision
enabling service providers
to deliver full range of TV services
to subscribers

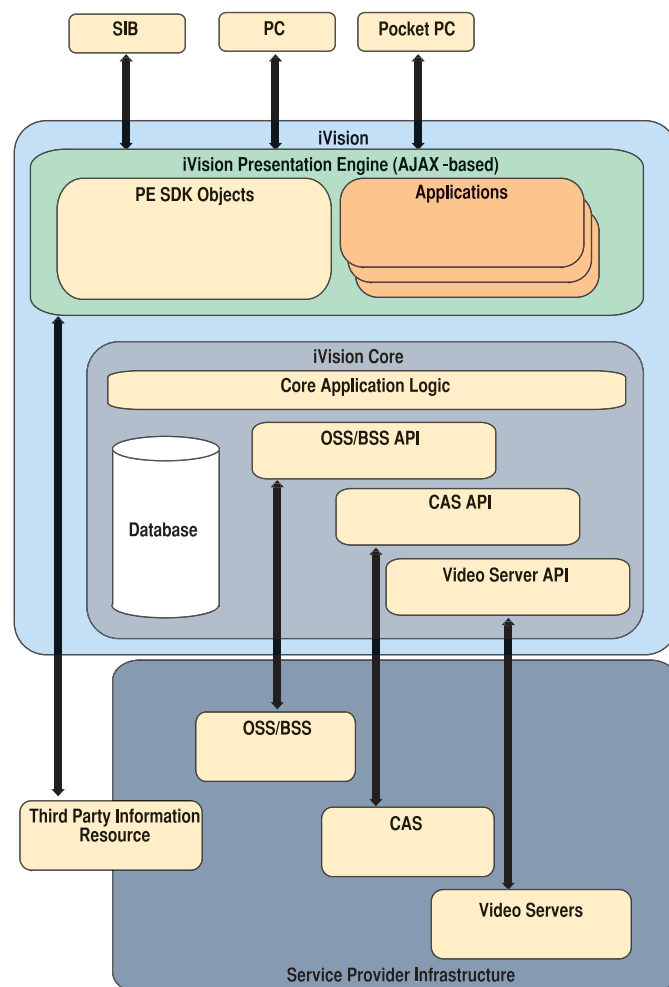
IPSoft iVision architecture

IPSoft iVision Core - the core of service delivery and content management platform. IPSoft iVision SDP Core provides integration with other components of any IPTV solution, such as conditional access systems (CAS) and streaming equipment. IPSoft iVision SDP Core provides back office web-based application to manage subscribers, services, content and other required system entities.

The OSS/BSS integration module provides open API for integration with various OSS/BSS solutions, based on Telemangement Forum NGOSS recommendations.

IPSoft iVision PE – the Presentation Engine allows to build user interface (UI) for subscribers. IPSoft iVision PE based on AJAX (Asynchronous Javascript and XML) technology which takes the best of two common UI approaches, i.e. STB-based and html-based UIs. Specifically, AJAX technology combines feature-richness and flexibility of STB-based approach with simplicity and development rapidness of html-based approach.

IPSoft iVision PE includes SDK (Software Development Kit) which provides ability to customize user interface for existing services and easily create new services, including usage of external applications, such as various range of information resources (weather, stock data, etc.), e-commerce applications and so on.



IPSoft iVision features

Unlike various types of SDKs, IPSoft iVision includes all relevant services, which enables service providers to start delivering IPTV/VoD to customers in a short time and significantly reduces go-to-market spendings.

Broadband TV - enables basic IPTV broadband services:

- IPTV channel management
- PPV (Pay Per View) channels
- EPG (Electronic Program Guide) management and presentation, including EPG import from external sources
- User-defined channel grouping and numbering
- EPG-based reminders

VoD (Video on Demand)

- VoD asset management, including various types of asset bundling
- User-defined asset grouping, asset search functionality
- Context based asset advertising

NVoD (Near VoD) -

- NVoD asset management, broadcast scheduling
- Context based asset advertising

Network PVR (Personal Video Recorder)

- Recording on demand
- Replay TV

Messaging -

- Based on standard XMPP/Jabber protocol, messaging client enables subscriber to chat with their counterparts who use GoogleTalk, ICQ, AOL instant messaging clients right through TV screen.

Other features

- Self-Service - provides user interface for service subscription not only for IPTV services, but all the services offered by the service provider
- Multi-user feature enables subscriber to set various individual settings for family members, including sophisticated parental control.

IPTV components compatibility

IPSoft iVision is based on open standards and interfaces, thus it might be seamlessly integrated with any IPTV component software and hardware available on the market. Today IPSoft iVision has proven compatibility and integration with solutions from such vendors as Amino, Kreatel (STB), Kasenna, C-COR (VoD platform), Irdeto, Verimatrix, NDS (CAS), but this list keeps expanding on daily basis.