

Microsoft TV/Cisco Jointly Developed Messaging on IPTV

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Key Messages

- Cisco Systems, through its acquisitions of Scientific Atlanta and KiSS Technology, is part of the Microsoft TV IPTV ecosystem, delivering advanced set-top boxes and the latest encoding solutions to help make IPTV a reality.
- Microsoft TV and Cisco have a very productive relationship and are working together on a number of Microsoft's largest IPTV global deployments, featuring the Microsoft TV IPTV Edition software platform and Cisco set-top boxes and video encoders, with service providers including AT&T and Deutsche Telekom.

Q&A

Is Cisco a partner for IPTV Edition?

Microsoft TV and Cisco share the vision that Internet Protocol can improve entertainment and communications services while providing service providers with new revenue opportunities. To that end, Cisco, through its acquisitions of Scientific Atlanta and KiSS Technology, is part of the Microsoft TV IPTV Edition ecosystem, delivering advanced set-top boxes and the latest video encoding solutions to make IPTV a reality.

Are Microsoft TV and Cisco working together in any large IPTV deployments?

Microsoft and Cisco are working together on a number of Microsoft's largest global deployments, featuring the Microsoft IPTV Edition software platform and Cisco set-top boxes and video headend equipment, with service providers including AT&T and Deutsche Telekom.

Explain the nature of Microsoft and Cisco's Relationship

Cisco, through its acquisitions of Scientific-Atlanta and KiSS Technology, is a technology partner with Microsoft for IPTV. Cisco has partnered with Microsoft TV to develop advanced encoders and set-top boxes, which are compatible with the Microsoft TV Internet Protocol Television Edition software platform.

Set-top boxes and video encoders are key components of the overall Microsoft TV IPTV Edition solution and critical for successful IPTV deployments. Cisco and Microsoft TV have also integrated Microsoft TV IPTV Edition with advanced encoders, which support MPEG4 part 10 and VC-1, the proposed SMPTE (Society of Motion Picture and Television Engineers) standard video codec based on Windows Media Video 9, to deliver integrated IPTV services. Cisco is providing AT&T with set-top boxes for its U-verse TV service, based on Microsoft TV IPTV Edition.

How does Cisco's acquisitions of Scientific Atlanta and KiSS Technology impact Microsoft TV?

Microsoft TV is focused on delivering a complete IPTV software solution that enables its service provider customers to render the best possible television experience for consumers. In 2006, Cisco acquired Scientific Atlanta, a leading provider of set-top box and digital headend solutions. Microsoft TV and Scientific Atlanta have long had a strong working relationship, both for advanced video encoding solutions and set-top boxes designed to work with the Microsoft TV IPTV Edition platform. Cisco and Microsoft TV look forward to continuing that relationship.

In 2005, Cisco acquired KiSS Technology, one of the set-top box partners in the Microsoft TV IPTV Edition ecosystem. Microsoft TV's largest European IPTV Edition customer T-Online (Deutsche Telekom) has announced plans to use the X 300T Media Receiver set-top-box from Cisco in its IPTV deployment in Germany.

Does this relationship include system integration?

Alcatel is Microsoft TV's preferred provider of network access solutions, systems integration services and applications development for Microsoft's IPTV software. However, there are no homogeneous networks or software applications, and therefore both Microsoft and Alcatel have agreed to work with each customer based on their specific requirements. For example, Scientific Atlanta's SciCare Broadband Services division is also working closely with Alcatel and Microsoft on the video systems integration for AT&T's Project Lightspeed.