

## **Ericsson launches new IMS IPTV middleware integrated with leading TV technology providers**

**Ericsson (NASDAQ:ERIC) extends its TV offering with the world's first IMS integrated IPTV middleware. The company's open, standards based, end-to-end IPTV solution supports ease of integration and delivers vendor choice for operators.**

Leading TV technology providers have integrated their consumer devices, content protection solutions, video servers and applications software with the new Ericsson IPTV solution, an open, carrier-class solution that is designed to drive the future of converged and blended communications and entertainment services.

The end-to-end IPTV solution is aligned with the Open IPTV Forum specifications and is the first solution in the world to be pre-integrated with IMS. It brings together core Ericsson solutions – new IMS-enabled IPTV middleware, IPTV network infrastructure, market-leading video processing solutions and video-on-demand technologies – with interoperable third-party products from key TV players such as Accedo Broadband, Agama Technologies, Amino, HP, SecureMedia, Sun Microsystems, Tilgin, Verimatrix, and ZyXEL.

Eric Cooney, head of TV Solutions, Ericsson, says: "Ericsson has combined its leading network solutions, digital television solutions, consulting and systems integration capabilities, with key industry partners, to launch an industry-shaping TV platform that delivers on the vision of the Individual TV Experience. Our focus is on enabling operators to differentiate their TV offerings and offer innovative services that attract, retain and excite the consumer.

"Our new IPTV middleware has been designed in line with open standards so that it can fully interoperate with third-party suppliers. This means that as prime integrator, we can offer our customers a choice of best-in-class, fully-tested products, as part of a pre-integrated end-to-end system."

Ericsson's new IPTV middleware solution gives operators the flexibility and scalability they need to create, trial and deploy a personalized and interactive TV experience to their subscribers, as well as provide a complete TV package that includes interactive, mobile and on-demand functionality.

### **Notes to editors:**

Press backgrounder – IPTV middleware:

[http://www.ericsson.com/ericsson/press/facts\\_figures/doc/Press\\_Backgrounder\\_IPTV\\_middleware\\_September\\_2008.pdf](http://www.ericsson.com/ericsson/press/facts_figures/doc/Press_Backgrounder_IPTV_middleware_September_2008.pdf)

Press backgrounder – IPTV: [http://www.ericsson.com/ericsson/press/facts\\_figures/doc/iptv.pdf](http://www.ericsson.com/ericsson/press/facts_figures/doc/iptv.pdf)

Press backgrounder – Individual TV experience:

[http://www.ericsson.com/ericsson/press/facts\\_figures/doc/individual\\_tv\\_experience.pdf](http://www.ericsson.com/ericsson/press/facts_figures/doc/individual_tv_experience.pdf)

Photos can be found at: [http://www.ericsson.com/ericsson/press/photos/iptv\\_middleware.shtml](http://www.ericsson.com/ericsson/press/photos/iptv_middleware.shtml)

Ericsson's standard multimedia content is available at the broadcast room:

[www.ericsson.com/broadcast\\_room](http://www.ericsson.com/broadcast_room)

*Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 195 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.*

*Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ.*

For more information, visit [www.ericsson.com](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi)

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### **Ericsson IMS integrated IPTV middleware**

Ericsson's IPTV middleware is the first solution in the world to be pre-integrated with IMS, and also operates across non-IMS networks. Ericsson's IMS platform is based on open standards and enables true convergence of networks and services through a common platform for controlling IP-based TV and multimedia services. The open standard makes it possible to consume services on any screen, across any network and supports full interoperability. IMS extends the TV experience with integrated communication and delivers convergence enablers such as presence, messaging/chat, extended parental control and a number of other innovative features. Combining these capabilities with Web2.0-based internet services across multiple devices opens the door to new convergence applications and services that have not yet been imagined.