

Motorola former morgendagens videobranche

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Med personlige videotjenester, on-demand-TV og miljøvenlig teknologi ledte Motorola an i videorevolutionen på årets IBC udstilling i Holland.

– På IBC 2009 viser vi de produkter og tjenester, som vil drive dagens og morgendagens videobranche, sagde Joe Cozzolino, leder for Motorolas Home & Networks Mobility afdeling, Motorola EMEA ved åbningen af årets store teknologiudstilling i Holland. – Dagens konkurrenceprægede hverdag kræver, at serviceudbydere leverer bedre og mere innovative produkter og løsninger kunderne.

Motorola har brugt udstillingen til at lancere mere miljøvenlige IP-TV apparater og nye løsninger for videodeling – både i og udenfor hjemmet.

Motorola har også lanceret en række nye miljøvenlige IPTV set-tops og tilbehør, som overgår de seneste standarder og anbefalinger til lavt energiforbrug.

– Løsningerne vil give operatørerne et konkurrencefortrin ved at reducere driftsomkostningerne, øge kundetilfredsheden og hæve indtjeningen per kunde. Samtidig vil de også give kunderne mere mobile og personlige multimedieoplevelser, sagde Cozzolino.

Se billeder fra Motorolas stande på IBC udstillingen: <http://www.flickr.com/photos/ibc09>

Læs hele pressemeddelelsen nedenfor (engelsk).

Pressekontakt:

Elvan Lindberg

Motorola Enterprise Mobility Solutions, EMEA

+46 70 7 448 893

elvan.lindberg@motorola.com

Om Motorola

Motorola er verdenskendt for innovative kommunikationsløsninger. Motorola videreudvikler den måde som verden sammenkobles og er førende inden for infrastruktur til bredbåndskommunikation, virksomhedsmobilitet, offentlige sikkerhedsløsninger, samt høj definitions video og mobilt udstyr. Det er Motorolas ambition, at mennesker, virksomheder og myndigheder bliver i stand til at kommunikere bedre og mere mobilt. Motorola havde en omsætning på 30,1 milliarder dollars i 2008. Find mere information på:

<http://www.motorola.com>

Motorola Powered Media Experiences to the Home, in the Home and Beyond the Home at IBC 2009

Motorola showcased technology advances and latest products for operators to deliver revenue generating, personalized video services

September 21, 2009

AMSTERDAM, The Netherlands - September 21, 2009 – At [IBC 2009](#), visitors to Motorola, Inc.'s (NYSE: MOT) stand #1.F30 experienced a variety of live, interactive demonstrations that bring to life the delivery of advanced rich media services with solutions designed to help operators maintain a competitive edge by lowering operational costs while increasing customer retention and average revenue per user.

"In today's competitive environment, service providers need innovative products and solutions that enable them to offer high quality services to attract and retain customers," said Joe Cozzolino, senior vice president and general manager, Home & Networks Mobility, Motorola EMEA. "At IBC 2009, Motorola showed the products and services that will power the video industry today and tomorrow, allowing operators to deliver rich media experiences wherever their customers are - in their homes or out and about."

Motorola's stand was zoned into three distinct areas; to the home, in the home and beyond the home, each featuring live demonstrations of solutions that deliver compelling media experiences:

To the Home

In a typical operator headend environment, Motorola was showcasing how it enables operators to optimise network performance and manage complex content processing and delivery; in multiple formats to multiple devices.

On display was:

- Motorola's newly [announced](#) next-generation encoding platform which has been designed to meet future processing demands of both 1080P/50Hz and 1080P/60Hz resolutions using the MPEG-4 format, as well as providing additional processing horsepower to support emerging services such as 3D television and multi-stream output
- Digital video processing solutions including the [APEX1000](#) Motorola's next-generation all-purpose edge QAM offering MPEG-4 rate shaping in a single box with SimulCrypt-compliant conditional access. Also demonstrating targeted advertising to enable enhanced revenue opportunities is the [CAP1000](#) CherryPicker® application platform
- [Motorola NBBS device management system](#) - a flexible IP-based solution for managing devices from data and digital voice modems to integrated Wi-Fi® gateways and video set-tops, delivering service assurance and allowing operators to increase service revenue whilst reducing operational costs
- The [Communications Convergence Engine \(CCE\)](#) from Motorola, which enables operators to rapidly converge, design, package, deploy and manage a broad range of compelling services, personalizing content across the 'three screens' of the TV, the PC and the mobile device.

In the Home

Motorola is highlighting key innovations that bring richer, more personalized content to consumers in and around their homes.

- Motorola revealed its [new eco-friendly range of IPTV set-tops](#) and accessories which surpass the latest regulatory standards and recommendations for lower energy consumption
- As on-demand services transform from just movies to TV on-demand and advertising becomes more personalised and tailored to the user, Motorola showed its latest on-demand experiences powered by the market-leading [B-1 video server](#) and the [new B-3 server](#)

- Highlighting the flexibility of its [KreaTV™ open application platform](#), Motorola showed how operators can offer more than just TV channels via the set-top – bringing familiar web applications and user generated content to the TV
- Also on display was the latest transport gateway that delivers interactive on-demand cable TV and IP-based media services around the home, allowing operators to provide voice, video and high-speed data through a single interface.

Beyond the Home

Capitalising on the trend for video content whenever and wherever, Motorola showed:

- The [Motorola TuVista software solution](#) that allows near-live rich media content creation, management, and distribution to mobile devices, ideal for sporting and entertainment events
- Live video services over [WiMAX](#) wireless broadband that allows operators to extend the reach of their video services.

About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$30.1 billion in 2008. For more information, please visit www.motorola.com.

Media Contacts:

Gemma Priscott
 Office: +44 (0) 1256 790 384
 Mobile: +44 7970 882 994
gemma.priscott@motorola.com
 Motorola, Inc., Home & Networks Mobility

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