

IMS/NGN Ensures the Best Quality Network Centric IPTV Solution

The complexity and the value creation at the network side

Advantages

- Carrier Grade – High Quality, High Performance and High Availability
- Security and QoS Guaranteed Network Functions
- Personalized Services for Additional Revenues
- Business & Technology Consulting Service
- IMS Ready –IMS based Network Components and Content Delivery

IPTV -The Driving Force of the IMS/NGN Network Growth

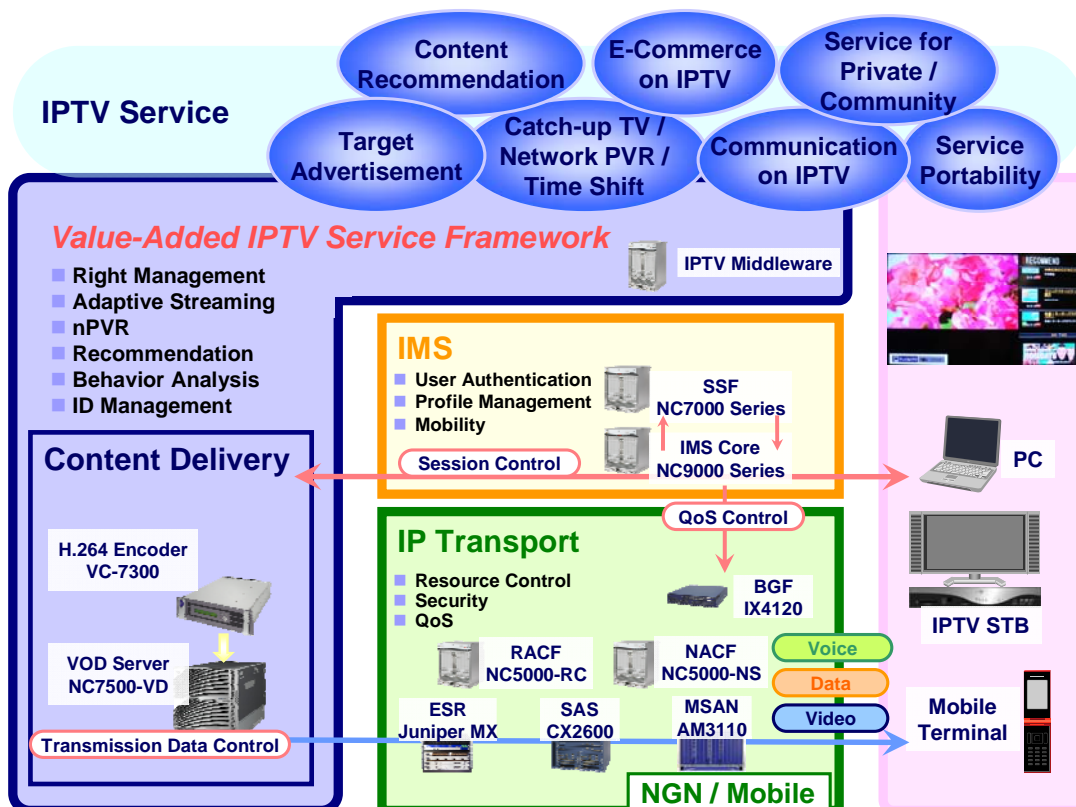
NEC's IPTV solution is network centric, which means moving the complexity and the value creation to the network side. Using the services and features available on the network, end-users can view the programs at any time, anywhere and on any terminal. This means lower cost end-user equipment while greater business flexibility and faster service innovation.

■ Quality of Service –The Key Differentiation for IPTV

Deliver high quality High-Definition multicast channels and VoD contents requires adequate bandwidth with strict QoS management; NEC can respond to this challenging requirement with full-line NGN components. NEC IPTV solution ensures the quality of service with the end-to-end solution; from infrastructure to applications.

■ Expandability –The new Services Blended with IPTV

Deploy IPTV service with simpler and reduced development/ operational costs using IMS/NGN functions, and we offer a simpler service integration and possibility to combine “next coming” services

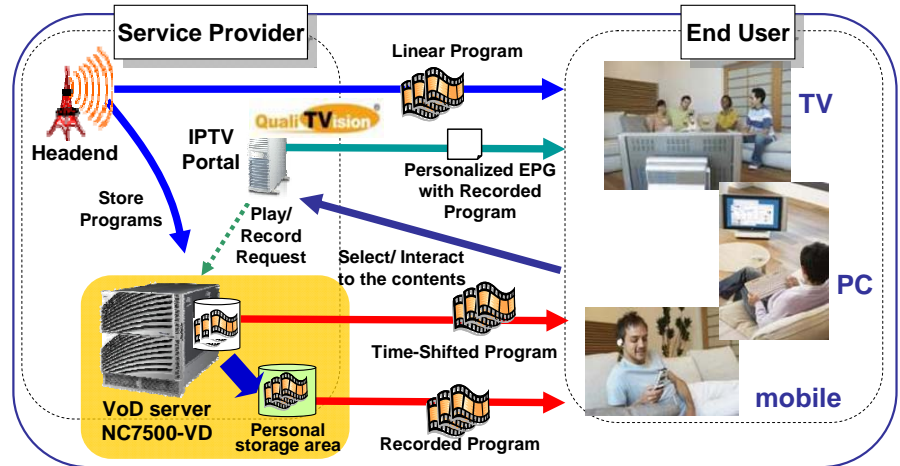


Differentiated Services

■ Catch-up TV / Network PVR

Diversification of viewing style
– watch programs at anytime

- ✓ VoD server enhances the capability of Linear TV
- ✓ Never miss the programs
- ✓ Deliver the program on user's request
- ✓ Controllable recording period and preventable unwanted distribution
- ✓ Simple UI with EPG for VoD (stored) and linear program
- ✓ Unnecessary expensive equipment at home



■ Content Recommendation

Without help, audiences find it challenging to explore and consume the vast amount of content available for viewing and purchase.

NEC's recommendation engine creates a recommendation list from the end-user's profile information such as gender, age group and marital status and viewing histories accumulated in the VoD server (NC7500-VD). The recommendation server utilizes the "experience, recommend and feedback" paradigm to optimize its recommendations. This platform has the potential to strengthen the linkage between the IPTV service and other product and service lines such as e-commerce.

■ Targeted Advertising

The Targeted Advertising function distributes advertisements to be broadcast to end-users in line with profile and viewing preferences.

This function can maximize the effect of an advertisement, more effectively reaching the advertised product's target audience increasing advertising revenue potential. It also benefits end-users as advertisements are more in line with their interests and view preferences.

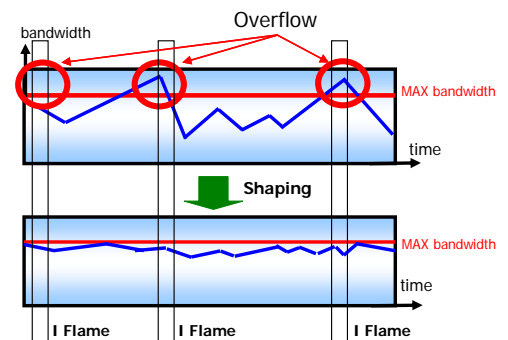
Together with Content Recommendation, Targeted Advertising enhances the value of IPTV as a media.

Technologies for the Best IPTV Service

■ Transmission Data Optimization for Quality Control

Coded bitrate varies according to the contents, corresponding to its movement and scene change. NC7500-VD shapes the transmission data to optimized bitrate for transport. This function can minimize fluctuation of bitrate. This function will be required for the IPTV service not only in the case that the bandwidth is limited, also in NGN.

The combination with the QoS management for entire service over NGN, NC7500-VD offers the shaping function to get the satisfaction of audience with the best quality IPTV service.



■ Zero Piracy

The operator must ensure zero piracy to win the trust of exclusive contents providers.

NEC's MSAN (AM3110) is the cornerstone of NEC's network-based Conditional Access (CA) solution. NEC's MSAN (AM3110) protects the content by only accepting Set Top Boxes that are connected to the authorized network. This a proven technology which is ensuring zero piracy in IPTV deployments today.

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