Press Release

18 March 2010

Open IPTV Forum (OIPF) Members to demonstrate elements of the OIPF Release 1.1 Specifications at the IPTV World Forum in London, 23-25 March 2010

Continuing the OIPF trend of proactively promoting the relevance and practical benefits of its published standards-based end-to-end IPTV specifications, the OIPF booth (#233) at the IPTV World Forum in London will showcase technology solutions demonstrating elements of Release 1.1 of its specifications. The demonstrations at the event will be as follows:

An integrated demonstration from **AwoX, Ericsson, Intertrust, Opera and Verimatrix** will show end-to-end Content Protection with multi-device portability, Service Discovery and Selection (SD&S) and Content Download corresponding to the OIPF Release 1.1, Baseline Managed Profile, and using the Terminal Centric Approach for DRM (Marlin BB) and content sharing examples which utilize the DLNA Guidelines, Expanded Aug 2009. The demonstration will show how protection of content (copyright protected digital assets such as movies and music) can be achieved at any time and on any device in a converged content protection scenario.

Ericsson and Motorola will demonstrate IPTV based on OIPF Release 1.1, Enhanced Managed Profile, using the Ericsson IPTV Middleware together with a Motorola STB with an integrated IMS gateway. Standard features demonstrated are Service Discovery, Scheduled Content, browser based EPG and Content on Demand and the demonstration will involve a streaming server and STB in the OIPF booth, connected remotely via VPN over Internet to the Ericsson IMS and IPTV lab in Stockholm.

Fraunhofer FOKUS will show ongoing development of its Open IPTV Ecosystem, based on the end-to-end OIPF specifications, and announce a roadmap for release of components of the Ecosystem, helping stimulate uptake of the specifications. The demonstrated scenarios correspond to the OIPF Release 1.1, and beyond Baseline Managed Profile and Enhanced Managed Profile, and show the convergence of IPTV, communications and community services. This includes basic IPTV services such as Scheduled Content (Linear TV) and Content on Demand shown inside a prototypical HTML5 client (DAE), as well as advanced services such as Incoming Call and interaction with VoD, “See what I See” and Recommendations.

In addition to the specific demonstrations at the OIPF booth, approximately 20 members of the Forum will be exhibiting at IPTV World Forum, emphasising the increasing momentum of the Forum and its work within the IPTV community. The forum will also participate in panels in the main congress, please see www.oipf.tv for more info.

Yunchao Hu, Open IPTV Forum President, said: “Following the positive reception our member demonstrations received at IBC and at IPTV Forum Asia in late 2009, it’s great to continue the momentum at the world’s most significant IPTV-specific event. At each event the scope and sophistication of the technology on display increases, and this time many of the OIPF members will each be showcasing products and solutions which implement multiple elements from the Release 1 Forum specifications.”

The OIPF Release 1 specifications, together with the related implementation Profiles, are freely available for download at www.oipf.tv, and the OIPF is now focused on the development of Release 2 specifications. Membership now includes over 60 key IPTV stakeholders and those with a vested interest in IPTV are encouraged to join to support the push towards standardised IPTV; membership details are available at the website.

For further information about this news release, please contact: Claire d’Esclercs press@oipf.tv

NOTES FOR EDITORS

IPTV (Internet Protocol Television or Interactive Personalised Television) is a system where a digital television service is delivered using Internet Protocol over a network infrastructure, which may include delivery by a broadband connection. A general definition of IPTV is television content that, instead of being delivered through traditional broadcast and cable formats, is received by the viewer through the technologies used for computer networks. With IPTV, the television screen becomes a means of communication, allowing the viewer to interact with the service. It will have numerous applications, for example, in video on demand, shopping, for special needs, quiz shows, voting in television shows etc.

The Open IPTV Forum is fully open to participants from across the communications and entertainment industries, and brings together network operators, content providers, service providers, consumer electronics manufacturers and home and network infrastructure providers. The members of the Open IPTV Forum are working together on the development of open standards because they recognise that combining the expertise of all involved will help to streamline and accelerate deployments of IPTV technologies. Their aim is to make the next generation of IPTV a mass market service and to maximise the benefits of IPTV for consumers as well as the industry.

For further information about the Open IPTV Forum: visit http://www.oipf.tv