



Product Brief

Video Services Platform 9500

Industry trends

There are a number of macro-level industry trends influencing today's telecom service providers. Revenue challenges are front and center as carriers look to add new services to boost the bottom line and offer differentiation from a range of new competitors. Reducing subscriber churn and building market share are also key concerns for service providers today. Consumer expectations are changing as customers are increasingly conditioned to expect bundled services; the perceived value of the service is typically influenced by the bundle, rather than by the underlying value of any of the individual services.

Finally, carriers are beginning to back away from the closed, proprietary approach to services used in the past. Service providers have seen how the openness of the Internet has led to rapid new service creation by an army of third-party developers. Carriers are willing to adopt a more open approach to applications if it leads to better cost-effectiveness or a time-to-market advantage.

As a result of these industry trends, service provider business objectives are also changing. Carriers need to be able to offer a compelling bundle of services including video to satisfy their subscriber base and reduce churn. They need to add compelling new applications quickly and

often to generate additional ARPU from their current subscriber base and draw new customers to their service. They need to be seen as leaders in technology and services — not just reactionary to the moves of their competitors. Finally, they need to leverage their past investment in high-speed access and IP networks to improve ROI and provide a competitive advantage from the perspective of launching new services. These objectives all point towards the need to be able to more nimbly build and deploy cost-effective new applications leveraging investments in video solutions and high-speed data networks.

Introducing the Video Services Platform 9500

Nortel's Video Services Platform (VSP) 9500 is a new services platform to facilitate the rapid introduction of new services on top of a video or IPTV network infrastructure. Using open interfaces based on SOA and web services, the Video Services Platform enables applications to be easily and cost-effectively developed and deployed on top of the platform. These applications can be created by Nortel, third-party developers or by the service providers themselves. In addition, the web service APIs make



it easy to integrate new applications and make it possible to 'stitch' together the output of multiple applications to create new blended services or mash-ups.

The Video Services Platform also provides a toolkit of basic and advanced services that can be leveraged by application developers; there is no need to build every application from scratch. These services are of three types:

Foundation services:

Fundamental support for protocols like HTTP, WS-* and JMS, as well as persistence and other services typically associated with application server platforms.

Platform services:

Functions related to abstraction and mediation; for example, a common information model (CIM), an abstraction layer, functions related to identity management and so on.

Adapters:

The Video Services Platform also supports an adapter layer which provides mediation to many different device types; for example, different IPTV middlewares, transcoders, Video on Demand (VoD) systems, etc.

One of the most significant features of the Video Services Platform 9500 is the ability to abstract the underlying network infrastructure from the applications themselves. The Video Services Platform handles the mediation to many different types of network infrastructure, thereby making application development a much simpler process. In addition, this feature also means that applications can be portable across video network deployments since they are independent of middleware, VoD systems and other network components. This has the effect of expanding the addressable market for a new application since it can be

deployed on a variety of providers' networks. This capability will broaden the market for video applications thereby drawing more developers and providing an expanded universe of available applications.

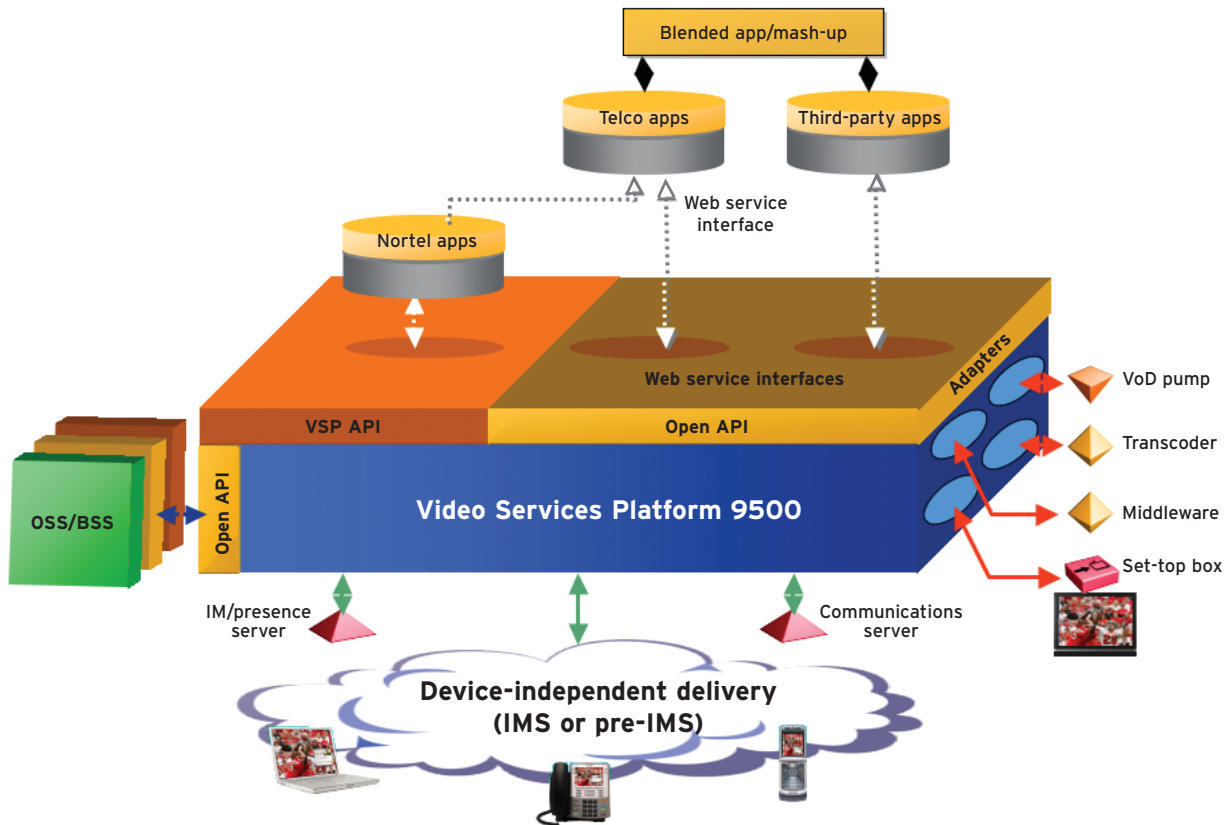
Benefits of the Video Services Platform

Nortel's Video Services Platform 9500 offers a number of unique benefits to service providers with existing video deployments or who are planning future investment in such networks:

Rapid service creation

- The Video Services Platform enables new services to be developed more rapidly than ever before
- The built-in toolkit of basic and advanced services provides a powerful set of capabilities for application developers to draw on

Figure 1. Video Services Platform 9500 functional architecture



- Mediation to many different device types and network infrastructure components is an inherent capability of the platform

Middleware independence

- The video middleware market is highly fragmented today with over a dozen major players; this makes application development unappealing for third-party developers because applications built for one middleware are limited to running on a small percentage of the total video networks in service
- The Video Services Platform provides an infrastructure-agnostic applications environment that expands the addressable market for applications beyond a single middleware

Convergence

- The Video Services Platform supports convergence through device-independent delivery of data to set-tops, PCs, mobile devices, etc.
- Future integration with IMS is planned

Third-party development model

- Applications for the Video Services Platform will be developed by many parties, including Nortel, service providers and third-party application developers
- Open APIs based on SOA and web services make it easy to deploy and blend together different applications

Application services

- The Video Services Platform also provides the ability to broker interactions between applications, adding additional value to the flows including security, orchestration and other functions

Summary

As consumers continue to experience new forms of video entertainment, their expectations for new services are evolving. Service providers that can deliver the most innovative new services the soonest will be rewarded with more profitable, longer lasting relationships with their subscribers.

Nortel's Video Services Platform 9500 platform offers today's forward-looking service providers the ability to create and deploy services more quickly and easily than ever before. Leveraging its open architecture and web service APIs, the Video Services Platform enables new applications to be developed and deployed independent of the underlying infrastructure. This enables applications to be portable across network implementations, thereby expanding the applications market and drawing in many new third-party development shops to build rich new applications.

Nortel is now working with leading service providers to use the Video Services Platform 9500 to deliver innovative new applications to their subscribers.



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