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CISCO AND SCIENTIFIC ATLANTA GO MOBILE AT IBC 2007

AMSTERDAM, THE NETHERLANDS, September 7, 2007 – Cisco® and Scientific Atlanta, a Cisco Company today announced that they will be demonstrating their new end-to-end mobile TV solution for the first time at IBC 2007 (Booth 1.471). The system uses the Digital Video Broadcasting – Handheld (DVB-H) standard and draws on Scientific Atlanta’s in-depth experience as a video systems integrator using similar Digital Video Broadcasting – Terrestrial (DVB-T) architecture and technology and Cisco’s Internet Protocol IP distribution expertise.

In order to provide the best possible offering for operators requiring an end-to-end solution, Cisco and Scientific Atlanta have identified and collaborated with the pre-eminent developers and vendors of each individual technology module, as well as deploying the best known ‘in-house’ products, including the ROSA® monitoring and control system and various satellite, ATM and IP-based video distribution products from Scientific Atlanta and IP network routers from Cisco. The demonstration at IBC will include DVB-H encoders supplied by Envivio, IP encapsulators and time-slicers supplied by UDCast as well as ESG servers from Expway. Cisco and Scientific Atlanta’s approach has been to consider an open-standards solution to help providing operators the opportunity to optimize performance and operational efficiency and flexibility without vendor tie-in.

Key elements of the Cisco and Scientific Atlanta mobile TV solution have been trialed by the MADUF Project in Belgium and were successfully used to provide live coverage of the Tour De France during July 2007. Other trials are ongoing. A similar system will be showcased at IBC to provide a live DVB-H broadcast using all the elements of the complete end-to end solution.



Dean Rockwell, vice president and general manager, Digital Media Networks at Scientific Atlanta, a Cisco Company, commented: “We have developed an appealing best-of-breed end-to-end solution to provide cutting edge technology, quality and flexibility for operators planning to expand their offering into the mobile TV sector. Our solution is based on DVB-H which we believe will be a major technology throughout Europe, and uses proven technology supported by the system integration and technical expertise of Cisco and Scientific Atlanta.”

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About Scientific Atlanta

Scientific Atlanta, a Cisco company, is a strategic supplier of digital content contribution and distribution systems, transmission networks for broadband access to the home, digital interactive set-tops and subscriber systems designed for video, high-speed Internet and voice-over-Internet-Protocol (VoIP) networks, and worldwide customer service and support. Scientific-Atlanta, Inc. is a wholly owned subsidiary of Cisco Systems, Inc. More information about Scientific Atlanta is available at:

Scientific-Atlanta Europe NV <http://www.saeurope.com> and Scientific-Atlanta Corporate <http://www.scientificatlanta.com>.

About Cisco Systems

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