

Lattelecom Offers State-of-the-Art Interactive TV Services with Optibase IPTV Solution

Customer: Lattelecom, Latvia

Application: IPTV Solutions for Telco providers

Products: Pre-Integrated IPTV System

Bringing IPTV to Latvia

Riga-based Lattelecom is Latvia's leading telecommunications provider of telephone, Internet and cellular services. During 2005, Lattelecom invested more than 50 million US dollars in infrastructure development and modernization activities.

Facing revenues decline in the traditional telephony services market, caused by the entrance of new players such as cable companies, Lattelecom announced plans to deploy the country's first ever IPTV service. Though entering a highly competitive market, served by cable and satellite TV, Lattelecom realized that it already had great demand from its current customer base for this new service of digital television delivered over its 5-10MB ADSL2 network infrastructure.

Lattelecom's primary goal was to provide additional, value-added IPTV services to its current DSL customers in the shortest time-frame possible. The company was also interested in attracting new customers by differentiating its service offerings from the competition. Therefore, on top of broadcasting 45 live stream channels, Lattelecom planned on providing its customers high definition programming, along with network personal video recorder (NPVR), video on demand (VOD), personal archives, language selection and Internet and voice communications.

Meeting the Technology Challenge

Becoming Latvia's first IPTV provider required Lattelecom to search for the most advanced PTV system. Just as important, Lattelecom needed an IPTV solution that is quick and easy to deploy, enabling it to launch state-of-the-art interactive TV services with minimal delay.

Optibase's pre-integrated advanced IPTV solution provided Lattelecom with the ability to supply sophisticated interactive TV services based on the cutting edge, MPEG-4 H.264 technology in a short period of time.

"We are very pleased with our selection of Optibase as provider of our IPTV solution," said Mr. Janis Ligers, acting commercial director at Lattelecom. "The system allows us to offer our users a wide variety of services at the highest quality. With Optibase driving our IPTV solution, we are able to provide an excellent entertainment experience for our users."



This project integrated Optibase's MGW 5100 streaming platform integrated with Orca's middleware servers, Bitband's VOD system, Widevine's encrypting technologies (CAS) and Kreatel's set-top-boxes. Optibase's MGW 5100 integrated carrier grade TV streaming platforms include N+K redundancy and hot swapping capabilities ensuring high levels of availability, reliability and robustness with no single point of failure. MGW 5100's system modularity also allows for the combination of MPEG-2 and MPEG-4

H.264 interface cards in a single chassis, thus enabling optimal transmission of each type of content broadcast, such as transcoding DVB MPEG-2 sources to all formats and encoding both SD and HD in H.264, MPEG-4 and MPEG-2.



Specifically tailored to Lattelecom's commercial requirements, Optibase developed a unique Advertising Server included in its IPTV solution. The Ad Server allows Lattelecom to broadcast advertisements directly to its customers. The ads appear subsequent to a set of pre-defined actions performed by the end user, for example, upon turning the TV on or off or viewing certain channels.

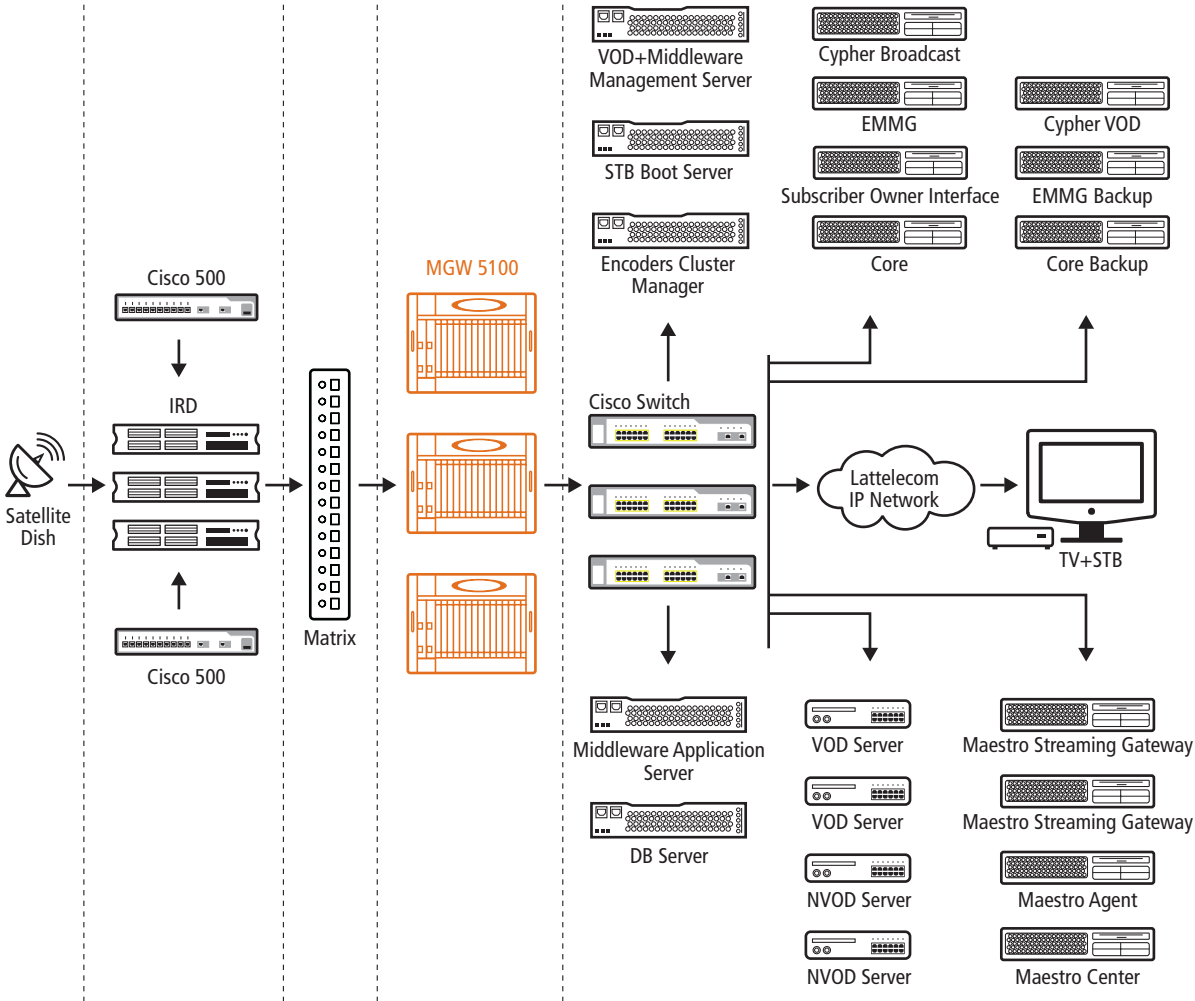
Looking Ahead to the Future

With its new IPTV system in place, Lattelecom plans on expanding its service offering by introducing new advanced features such as interactive games and Time Shifted TV. The company also plans on continuously increasing its channel line-up offering. Optibase is committed to provide and develop additional features that will meet Lattelecom's future IPTV requirements.

Key Benefits

- **Fast Deployment** - pre-integrated system enabling short time to market and minimizing deployment risk
- **Smooth Video Compression Standard Migration** - easy migrating from MPEG-2 to MPEG-4 H.264 digital headend system deployment
- **Reliability** - Carrier class systems providing comprehensive redundancy, guaranteeing no single point of failure
- **Flexibility** - system infrastructure enabling interoperability with the leading equipment vendors of middleware, VOD, CAS and STBs, as well as a mix and match of platforms as system requirements evolve
- **System Modularity** - "building block" approach enabling the customization and integration of commercially proven off-the-shelf components with a unique tailored solution
- **Open System Architecture** - system design allowing for easy integration of third-party technologies, as well as upgrade the system as new technologies are introduced
- **Advanced Personalized Services** - comprehensive system including VOD, PVR and NPVR applications
- **Operational and Capital Cost Effectiveness** - architecturally scalable solution optimizing resources such as rack and floor space usage

Lattecom System Diagram



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