

# TANDBERG

## Television



**World Leader in Digital  
Compression Technology and  
Open, On-Demand Solutions**

### *Sharing Your Vision*

**TANDBERG Television** has long been a world leader in the development and commercial deployment of professional compression technologies. The company has also continued to advance the new on-demand era by launching award-winning software solutions that enable on-demand services such as video on demand (VOD).



#### **World Leader in Digital Compression Technology**

A pioneer in digital video technology for the delivery of live television content, TANDBERG Television continues to develop solutions that enable today's latest television services.

In the mid 1990s TANDBERG Television was responsible for the world's first full-scale deployments of MPEG-2 DVB Systems.

Ten years later, the industry is seeing a new transformation in digital content delivery with the launch of MPEG-4 Advanced Video Coding (AVC) and Windows Media™ 9 Series systems in both standard definition and high definition formats. Once again, TANDBERG Television is at the forefront — leading the way with first-to-market solutions.

#### **Open, On-Demand Solutions**

A growing number of television viewers clearly prefer to catch the evening news and watch their favorite entertainment at their convenience. TANDBERG Television enables this 'time shifting' for viewers and is continuing to extend its leadership in open architecture solutions.

One of the key enablers for launching on-demand is the OpenStream® Digital Services Platform. OpenStream is the only complete open platform that enables operators to quickly and confidently offer on-demand services. With OpenStream, network operators can take advantage of flexible, plug-and-play solutions for a significant competitive edge that is always ready to meet the latest consumer demand.

TANDBERG Television also offers a full suite of products that enable content providers to manage and securely deliver on-demand content to their cable operator partners.

#### **Global Support Services**

**Network operators** continue to adopt advanced television services such as HD and VOD and are achieving the benefits of reduced costs, increased system capabilities, and reduced product development lead times. However, this movement has increased the size and complexity of the operational environment.

TANDBERG Television provides a strategy to handle this operational complexity with its Global Support Services offerings. The TANDBERG Television team of experts coordinate system integrations, manage deployments and provide proactive support through its state of the art 7x24x365 Network Operations Center. With the help of trained support experts, network operators are better equipped to concentrate on their business objectives of attaining and retaining customers, growing revenue, and reducing costs.



**SPONSOR INFORMATION**

**TANDBERG**  
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4500 River Green Parkway  
Duluth, Georgia 30096  
678-812-6300  
www.tandbergtv.com