



## Success Stories

### Salten Bredbånd choose BitBand for Video on Demand

#### The Customer

Salten Bredbånd AS is a broadband telecommunication company with offices in Fauske in Norway. The initiative to establish Salten Bredbånd was taken by the local power utility companies - Salten Kraftsamband, Dragefossen Kraftanlegg, Fauske Lysverk, Skjerstad Kraftlag and Sørfold Kraftlag.

The company has rolled out a fiber-optic network in the Salten region. The customers that are connected, currently subscribe to high speed Internet services. This autumn Salten Bredbånd will expand its product range to the complete triple-play - telephony and TV centric services, including VOD. Salten Bredbånd aims to launch more novel services as they become ready for the market.

#### Why choose BitBand?

The emerging IP-TV/TelcoTV industry is looking for solutions that can provide the proper functionality, scale and cost at any stage of the service implementation phase. BitBand presents this unique combination. Through its Vision servers, BitBand offers various scales of building blocks, which can be best suited for the customer's service characteristics, such as initial number of streams and amount of content, and their growth patterns. Scaling the system by clustering allows seamless and virtually unlimited growth, in a pay-as-you-grow scheme. BitBand Vision servers, implemented as true plug & play appliances, are the simplest to install and operate.

Content distribution and server management by BitBand Maestro renders the system highly scalable through manageability. All these factors were crucial for a new service provider, integrating its own solution.



Tom Erik Jaeger and Harald Olufsen (CEO, Salten Bredbånd) demonstrating the IP-TV service.

*"To make the service attractive and successful from initial trial onwards, we will offer advanced IP-TV functionality from day one. At the same time, we cannot afford to be immersed in complex operational issues, and we have to control costs. As the number of subscribers augments, we should be able to seamlessly scale up. Together with TANDBERG Television, our integrators for the IP-TV system, we chose BitBand, who has proven itself with three other utility-Telcos in exactly these aspects."*

**Tom Erik Jaeger, Project Manager at Salten Bredbånd, August 2003**





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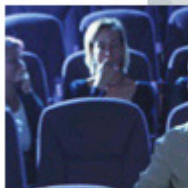
#### Field trial

The customers are in the public sector, private businesses and private households. Triple play services will initially be launched this autumn for 500 customers, targeting 10.000 in three years time.

The power utility companies initiated the establishment of Salten Bredbånd based on the existing infrastructure, customer base and other advantages they possess in getting to the market:

- Exploitation of the existing infrastructure of tubes and ducts, when rolling out the fiber-optic broadband network
- Taking advantage of existing customer base, service and billing
- Existing competencies and know-how in the founding companies staff
- Existing expertise in operating and managing networks

Salten Bredbånd chose to implement its system on a proven solution, already deployed in several successful installations. In addition to BitBand it includes: Cisco (network equipment), TANDBERG Television (iTTV delivery platform video head end and iTTV portal) and Kreatel (set-top box).



*"We thank Salten Energi and TANDBERG Television for trusting us to deliver the goods, which are so critical to the success of the Salten venture. As with our previous customers, we are committed to make it happen, supporting our new customer and our partner."*

*We are proud to have become leaders of this new industry in Europe, especially Norway, where this is the third utility-Telco to go with BitBand."*

**David Milloh, VP Marketing at BitBand**

