



## INFORMATION PRESSE

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### **Telecom Italia choisit les technologies de Cisco et d'Adobe pour la diffusion de ses services de Web TV**

- Telecom Italia propose à ses clients de visionner, directement sur leurs ordinateurs, des contenus vidéos de haute qualité issus de ses propres chaînes télévisées.
- Cette solution conjointe « Cisco-Adobe » repose sur le système de diffusion de contenu Cisco® Content Delivery System et sur la technologie de streaming Adobe® Flash® streaming technology.
- L'opérateur italien espère accélérer le rapprochement entre la TV et Internet, mettant ainsi en application sa nouvelle ligne directrice : "any stream to any screen".

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## **Telecom Italia Selects Cisco and Adobe for Delivery of Next- Generation 'Web TV' Services**

*Cisco Content Delivery System Integrated With Adobe Flash Streaming Technology Takes Consumer Video Experience to New Level, Bringing Multimedia Content to Multiple Screens*

SAN JOSE, Calif. and BRUSSELS, Belgium - September 29, 2008 - Cisco and Adobe Systems Inc. (NASDAQ: ADBE) today announced that Telecom Italia has chosen the Cisco® [Content Delivery System](#) with Internet Streaming (CDS-IS) platform, with Adobe® Flash® streaming technology, to deliver live television channels and on-demand content through its Web portal, Yalp! ([www.yalp.it](http://www.yalp.it)). With the CDS-IS platform and Adobe Flash technology, Telecom Italia can deliver high-quality, rich streaming media content to its viewers enabling them to watch TV shows on their laptops and PCs, accelerating the fusion of TV and the Internet. And because the CDS-IS system supports all major streaming and download formats, including the integrated native Adobe Flash

Player, Telecom Italia now has the platform foundation to deliver "any stream to any screen" in any format.

More and more, consumers are accessing content across PCs, PDAs, mobile phones and other devices. Through the deployment of the Cisco CDS-IS and the integration of Adobe Flash technology, Telecom Italia subscribers can view interactive video online with a hassle-free, instant-on Web video experience.

"We are constantly striving to improve our customer services and experiences," said Sandro Dionisi, vice president of Network Development and Innovation at Telecom Italia. "The Cisco CDS-IS with Adobe Flash technology will provide us with the flexibility and scalability we needed to elevate our services to the next level, enabling us to scale Flash streaming while providing resiliency and high-quality services that our customers expect from us. CDS-IS offers us greater control of our delivery infrastructure so that we can cost-effectively create differentiated services that span across multiple screens."

"The visual networking era is under way, and the Cisco CDS-IS platform is helping Telecom Italia go beyond traditional television," said Kip Compton, director and general manager, Video and Content Platforms business unit, Cisco. "Consumers are no longer satisfied with linear programming delivered through the television screen. They want choice and personalized experiences, and they want them on their time across a myriad of devices. The combination of the CDS-IS and Adobe streaming technologies in a single high-performance solution enables service providers to deploy next-generation multimedia services across both traditional as well as converged IP infrastructures."

"The combination of the Cisco CDS-IS with the Adobe Flash Media Server 3 expands deployment options and business opportunities for our customers and brings a new level of interactivity and rich experiences to consumers," said Jim Guerard, general manager and vice president for Dynamic Media at Adobe. "The collaboration between Cisco and Adobe to create an integrated solution provides content distributors with more delivery options and is major step toward the shared vision of delivering content, anywhere, anytime, to any device."

### **Background:**

With the Cisco CDS, service providers can offer a variety of services to subscribers now, including streaming intensive Web services, video-on-demand, time-shifted television, video ad insertion, user-generated content and next-generation content delivery network (CDN) services. The Cisco CDS-IS supports all leading Web formats.

The CDS implementation of Adobe Flash Media Server 3 software offers the full benefits of Adobe Flash technology, including improved performance for faster user response and increased streaming protection to help ensure that valuable content is better protected as it is delivered to viewers. The CDS platform provides additional benefits for the hosting and distribution of streaming video with Adobe Flash technology, including content and service routing, dynamic hierarchical caching, load balancing, failover protection, IP multicast extensions, unified management tools and end-to-end quality-of-service (QoS) support.

### **About Adobe Systems Incorporated**

Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

### **About Cisco Systems**

Cisco, (NASDAQ: CSCO), is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

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