

## ***180SQUARED Targets Incumbent IPTV Middleware Platforms with Cloud-based Replacement***

November 3, 2009 – 180SQUARED unveiled its v.Unison solution set, which enables an IPTV middleware platform to be **shared among multiple entities, providing a secure and autonomous environment for each back-end system and customized IPTV offering.** ....

### **Analytical Summary**

- Current Perspective: **Positive** .... The v.Unison solution extends 180SQUARED’s proposition for **reducing IPTV middleware integration cost, complexity, and time-to-deployment, by improving the IPTV business case with an opportunity for service providers to gain economies of scale and new revenue streams by sharing their IPTV middleware infrastructure as a wholesale service to other service providers and entering new verticals, such as the hospitality market.** .....
- Vendor Importance: **Very high** to 180SQUARED, .....it includes an **initial customer reference and third-party endorsement, further validating the v.Unison proposition...**
- Market Impact: **Very high...** **Minerva** and...**Myrio** installations are impacted most directly, as **180SQUARED** can potentially **offer a low-cost migration opportunity,** which includes an **improved business case proposition,** not to mention **access to Microsoft’s proven Mediaroom platform...** Finally, **IPTV solution vendors, such as Alcatel-Lucent, Cisco, Ericsson, and Motorola, all have skin in the game and may find 180SQUARED eating some of their lunch before they even approach the table!**

### **Recommended End User / Customer Actions**

1. ... **Minerva** and **Myrio** deployments should evaluate 180SQUARED’s proposition that it can **improve the business case for their IPTV service... whether they want to migrate their infrastructure to support Microsoft Mediaroom, and whether v.Unison will improve the overall prospects of that migration’s cost-effectiveness and eventual market success.**
2. Legacy IPTV middleware customers should also compare the cost-based propositions of managed IPTV service offerings vs. the option of continuing to manage their own IPTV infrastructure, especially if they are considering a **migration from MPEG-2 to MPEG-4, which will likely require upgrading deployed STB.**
3. Mediaroom customers and 180SQUARED customers that have implemented the v.Allegro solution set should consider **the potential revenue streams** enabled by wholesaling their middleware platform to additional service providers or **offering white-label IPTV services to new markets, such as hospitality.**