

Siemens signs on Myrio

By Vince Vittore

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Myrio said it signed an OEM agreement with Siemens to sell and integrate the Myrio IP Video Platform as part of Siemens' Surpass Home Entertainment platform.

The deal is the first for Myrio and puts it on par with other large system vendors like Alcatel that have opted to collaborate with others for their initial swipes at the IP video market. Under terms of the non-exclusive deal, Siemens will integrate the Myrio IP Video Platform with its Surpass platform and market the offering under the Siemens brand.

Myrio has numerous other similar partnerships with more than 20 other access vendors including Adtran, Alcatel, Ericsson and Motorola. Adding Siemens to the list is more validation that the IP video market is about to grow significantly, said Roger Shanafelt, vice president of corporate and business development for Myrio.

"It's clear that the market is beginning to move," he said. "There's a desire to use the unified IP service layer and monetize them. One of the clear proven models is entertainment."

The Surpass Home Entertainment solution takes a best-of-breed approach to multimedia, allowing carriers to pick and choose the elements they want. Among the company's marquee customers is Belgacom, which announced last month that it will start a video-on-demand trial using Surpass as well as nCube's platform.

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