



IBC2012 EXHIBITOR PREVIEW

Mariner — Hall 14, Stands 521 and 524

Given the recent explosion in IPTV service deployments and multiscreen video services, IPTV monitoring is expected to be an important topic for service providers attending the IBC2012 conference. As a leading provider of IPTV monitoring solutions for multiscreen networks, Mariner will demonstrate their range of video service monitoring solutions designed to increase efficiencies for service providers while improving subscribers' overall quality of experience on every device.

Key Products and Demonstrations

Mariner xVu™ Video Service Monitoring

At IBC2012, Mariner will announce significant enhancements to its end-to-end service assurance solution Mariner xVu, including exclusive pre-integration with the industry's leading probe manufacturers and innovative feature enhancements that improve installation quality and efficiency as well as increase customer satisfaction.

Mariner xVu reduces operational costs for multiscreen TV networks by providing the network operations team, help desk, field technicians and customers with powerful tools for managing TV quality. Unlike traditional service assurance tools that monitor specific elements of the network, Mariner xVu is based on a unique video service-oriented monitoring™ (vSOM) approach that accurately monitors the entire TV delivery chain, from the network's headend to the customer's Set-top Box (STB). Through user-friendly software-based interfaces, service providers can view subscribers' service performance to quickly identify and isolate service issues.

A proven IPTV service monitoring solution that is easy to integrate into any middleware ecosystem, Mariner xVu is the 2012 winner of the IP&TV World Forum (TV Connect) World Series award for

IMAGE DOWNLOADS

Photo Links:

<http://bit.ly/NaTFLz>

Caption: Mariner NetworkVu™

<http://bit.ly/NpItcL>

Caption: Mariner SupportVu™

<http://bit.ly/NGP9UU>

Caption: Monitoring the Connected World

<http://bit.ly/LAllaV>

Caption: Mariner *frostt*®

KEY CONTACTS:

Company Contact:

Arman Aygen
Business Development Director,
EMEA
Mobile (Fr). +33685122272
Mobile (UAE) +971567749101
www.marinerpartners.eu
Email:
arman.aygen@marinerpartners.eu

Mariner

UK Office
20 Mounon Drive
Chepstow
Gwent
NP16 5EH
United Kingdom
Website: www.marinerpartners.eu

Agency Contact:

Neil Howman
202 Communications
Tel: + 44 (0)1242 256 268
Email: neil@202comms.com

More...

“Best Quality Improvement Solution” and has achieved preeminence as the Microsoft Mediaroom most widely deployed service assurance and service monitoring solution.

***frostt*[™] Application Management**

Mariner will also showcase its *frostt* IPTV application management platform, a highly scalable, open architecture solution that allows operators to reliably deliver and monitor feature-rich, revenue-generating IPTV applications.

Leveraging an intuitive, standards-based interface, *frostt* can be rapidly integrated into the Microsoft Mediaroom IPTV ecosystem and enable a flawless installation and exceptional quality of experience. Applications can easily be customized according to region, device type, and language, allowing operators to offer a compelling range of IPTV applications.

Key Customer Announcements

T-Hrvatski Telekom (T-HT), Croatia’s leading telecommunications provider, recently deployed a comprehensive IPTV service monitoring suite based on Mariner’s xVu solution. Utilizing the Mariner xVu system, T-HT can troubleshoot and assure the integrity of its IPTV network to improve QoE for its more than 300,000 IPTV service subscribers. T-HT is using the Mariner xVu NetworkVu[™] application for faster localization of network issues and enhanced change management, the SupportVu[™] application to deliver real time performance insight for customer support and field repair stakeholders, and the ReportVu[™] application for periodic reporting to calibrate commercial and technical performance of the solution.

“As the IPTV market matures, the need for professional tools to monitor and manage all aspects of the service environment is becoming more apparent,” said Bogojevic Damir, director of network and service platforms operations, T-Hrvatski Telekom. “T-HT is addressing this need with Mariner xVu, which dramatically improves the visibility of our service performance in a key location — at the very edge of the network — so that we can deliver the best possible quality service to subscribers.”

Key Resources

White Paper: “IP Video Issues: Hidden Cause, Visible Effect?”

In many of today’s IPTV deployments, hidden network issues and customer dissatisfaction arise from unresolved problems. Learn how to deliver a consistent, robust, and high-quality IPTV service offering in this white paper titled [“IP Video Issues: Hidden Cause, Visible Effect?”](#)

More...

White Paper: “Embracing TV Everywhere”

As consumers increasingly demand high-quality IPTV video content on every device, including smartphones, tablets, and PCs, service providers are challenged to monitor service quality across multiple devices and networks. In this whitepaper, titled “[Embracing TV Everywhere](#),” Mariner explains how service providers can successfully monitor video service quality across all networks and devices.

Company Overview:

Mariner is a leading provider of video service monitoring and management platforms for multiscreen networks. Mariner’s innovative, award-winning flagship product **Mariner xVu™** allows service providers to offer a reliable, high-quality viewing experience; rapidly isolate IPTV network issues; and cost-effectively reduce truck rolls to ensure a superior broadband and IPTV service. Mariner’s **frostt™** platform is an application management solution that allows operators to monetize their IPTV applications by turning every subscriber interaction into a revenue generating opportunity. More information about Mariner is available at <http://www.marinerpartners.eu>.

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