

Press Release

Orlando, Florida, USA – November 12, 2009

Nokia Siemens Networks named Vision Award Winner at TelcoTV

Light Reading in conjunction with TelcoTV 2009 announced Nokia Siemens Networks as a Vision Award winner for Innovation in Middleware with the company's Interactivity Markup Language (IML) Framework.

The Interactivity Markup Language Framework is a core component of Nokia Siemens Networks' move to enable an open environment for applications in the IPTV market. Introduced in 2009, Nokia Siemens Networks' IML Framework enables an open platform that allows operators to bring innovations to their customers and more flexibly leverage a massive talent pool of independent application developers at a much faster time-to-market than could be achieved than if they were tied to a proprietary roadmap.

The IML Framework is an open platform that consists of three major components: an XML toolbox that allows web developers to create interactive applications for television; a rendering engine embedded in the Nokia Siemens Networks IPTV middleware client running on the Set Top Box; and enhanced metadata and interactivity billing support in the Nokia Siemens Networks IPTV middleware back office application. The open, simple and flexible programming language allows the service provider, third parties or even content providers, like TV broadcasters, to create applications themselves, and the interactive pages can be created, edited and deleted in real time without any intervention from the middleware supplier.

"Our efforts to create a complete, rich media experience can be achieved only through strong collaboration with IPTV industry partners – and our free IML Framework gives our partners the tools they need to offer new and exciting services," said Brook Longdon, Global Head of Media and Entertainment, Nokia Siemens Networks. "We have a goal to provide a platform that helps our customers stay relevant in a fast-moving market, and an open approach to third party IPTV development is fundamental to that process."

The second annual TelcoTV Vision Awards recognize outstanding leadership and innovation demonstrated by video service providers and equipment vendors since last year's TelcoTV event. The judging panel consists of senior technical analysts and thought leaders from the broadcast and telecommunications industries.

"This year's TelcoTV Vision Awards amply demonstrate that creativity and innovation are still driving the service provider video market," said Joe Braue, Senior Vice President and Group Director for Light Reading, which produces the TelcoTV conference and exhibition. "Our knowledgeable judging panel of service providers, journalists, and analysts has indicated that these winners are the most important video products for carriers to check out and evaluate in the coming year."

[Nokia Siemens Networks' IPTV platform](#) provides an intuitive user interface with advanced features. The company's middleware is a key component to further bolster and enhance a winning IPTV deployment formula that includes successful solutions, industry leading implementation processes and a thorough knowledge of the broadband service provider's network infrastructure.

About Nokia Siemens Networks

Nokia Siemens Networks is a leading global enabler of telecommunications services. With its focus on innovation and sustainability, the company provides a complete portfolio of mobile, fixed and converged network technology, as well as professional services including consultancy and systems integration, deployment, maintenance and managed services. It is one of the largest telecommunications hardware, software and professional services companies in the world. Operating in 150 countries, its headquarters are in Espoo, Finland. www.nokiasiemensnetworks.com

Engage in conversation about Nokia Siemens Networks' aim to reinvent the connected world at <http://unite.nokiasiemensnetworks.com> and talk about its news at <http://blogs.nokiasiemensnetworks.com> Find out if your country is exploiting the full potential of connectivity at <http://connectivityscorecard.org>

About Light Reading

Founded in 2000, Light Reading (www.lightreading.com) is the leading online media, research, and focused event company serving the \$3 trillion worldwide communications market. Lightreading.com is the ultimate source for technology and financial analysis of the communications industry, leading the media sector in terms of traffic, content, and reputation.

Light Reading's research arms, Heavy Reading and Pyramid Research, provide the most comprehensive communications research, market data, and technology analysis in close to 100 markets around the world. Light Reading produces almost 20 targeted communications events including TelcoTV, Ethernet Expo New York and Ethernet Expo London, The Tower Summit@CTIA, and Optical Expo, as well as focused one-day events tailored for cable, mobile, and wireline executives. Light Reading was acquired by United Business Media in August 2005, and operates as a unit of TechWeb.

About TechWeb

TechWeb (www.techweb.com/aboutus) the global leader in business technology media, is an innovative business focused on serving the needs of technology decision-makers and marketers worldwide. TechWeb produces the most respected and consumed media brands in the business technology market. Today, more than 13.3 million* business technology professionals actively engage in our communities created around our global face-to-face events Interop, Web 2.0, Black Hat, and VoiceCon; online resources such as the TechWeb Network, Light Reading, Intelligent Enterprise, InformationWeek.com, bMighty.com, and The Financial Technology Network; and the market leading, award-winning InformationWeek, TechNet Magazine, MSDN Magazine, Wall Street & Technology magazines. TechWeb also provides end-to-end services ranging from next-generation performance marketing, integrated media, research, and analyst services. TechWeb is a division of United Business Media, a global provider of news distribution and specialist information services with a market capitalization of more than \$2.5 billion.

Media Inquiries

Nokia Siemens Networks

Chantal Boeckman
North America
Phone: (469) 789-9594
E-mail: chantal.boeckman@nsn.com