



Calix to Demonstrate Advanced IPTV Applications for the Microsoft Mediaroom Platform

IPTV Demonstrations to Highlight Advanced Interactive Video Services Featuring the Calix C7 and New E7 Platforms

November 10, 2009, ORLANDO, FL (TelcoTV)—[Calix](#) will demonstrate new interactive [IPTV](#) applications enabled by Microsoft Mediaroom at TelcoTV in Orlando (November 10-12, Orange County Convention Center, booth #501).

The Calix TelcoTV demonstration will include security monitoring and caller ID applications created by Microsoft Certified Integration Partner 180Squared using the Mediaroom application development platform, Mediaroom Presentation Framework. This demonstration will provide a clear vision of the differentiated user experience that Microsoft Mediaroom can provide. It will also highlight the deployment flexibility that the Calix Unified Access Infrastructure can deliver across any media type or protocol.

Calix customers are now widely deploying the Microsoft Mediaroom IPTV platform across North America, providing a clearly differentiated home entertainment experience for subscribers. Microsoft Mediaroom includes differentiated features like instant channel change and multiview capabilities that allow consumers to see multiple channels and programs on one screen.

Calix will also demonstrate an advanced home entertainment experience enabled by Microsoft Mediaroom for Xbox 360 and Cisco set-top box consoles, across its Unified Access Infrastructure. This powerful home entertainment experience features content access and control across the home network, including broadcast, on-demand, recorded, and streamed content, as well as gaming, music, and digital photography assets. It will also be the first public demonstration of the [Calix E7 Ethernet Service Access Platform \(ESAP\)](#).

Calix has worked closely with Microsoft to implement the full extent of current and emerging Mediaroom features and map them to the realities of communications service provider deployments. The [Calix C7](#) and E7 platforms have been specifically optimized to support many of the unique features enabled by Mediaroom:

1. For service providers transitioning from legacy middleware environments to Microsoft Mediaroom, the Calix Unified Access Infrastructure can support dual middleware environments and has the capacity to handle the duplication of extensive channel line-ups.
2. Calix supports video service quality management functionality, which seamlessly manages the subscriber experience in situations where the breadth of Microsoft Mediaroom functionality may exceed the total bandwidth available in bandwidth-constrained deployments.

3. Network address translation (NAT) support across the Calix Unified Access Infrastructure enables a home gateway model, allowing Microsoft Mediaroom to deliver robust media sharing functionality throughout the subscriber home environment.
4. Comprehensive support for advanced Microsoft Mediaroom services and features across the Calix Unified Access Infrastructure, including virtually any wireline protocol (ADSL2+ and VDSL2, including bonding, GPON, and Active Ethernet) and any physical media (copper or fiber).

Dan McCrary, director of business development, TV, Video & Music Platforms Business, Microsoft, said: "While our initial success with Mediaroom has centered on the major tier-1 Telcos, we have since optimized the platform to make it more accessible and compelling for operators and deployments of all sizes. By partnering with communications equipment providers such as Calix we are able to scale our deployment capability and provide specialist expertise to the broader range of customers choosing to deliver advanced TV services with Microsoft Mediaroom."

"This year at TelcoTV, Calix is once again raising the bar by demonstrating the most advanced home entertainment experience on the show floor across an access infrastructure that offers the most deployment flexibility," said Geoff Burke, Calix senior director of corporate marketing. "Calix has created a clear picture of how service providers can redefine the integrated home experience, and implement it with flexible access solutions. Most importantly, our customers deploying Microsoft Mediaroom over the Calix Unified Access Infrastructure, which range from small rural IOCs to major regional ILECs, have communicated that this combination is cost-effectively providing them with the differentiated services they need to compete and win."

About Calix

Calix is a leading provider of communications access systems and related software that enable communications service providers to connect to their residential and business subscribers. Calix enables communications service providers to provide a wide range of revenue-generating services, from basic voice and data to advanced broadband services, over legacy and next-generation access networks. Calix access innovation helps these companies to transform their networks from circuit to packet, narrowband to broadband, and copper to fiber. Calix has deployed millions of ports and tens of thousands of systems into hundreds of service provider networks throughout North America. For more information, visit the Calix website at www.calix.com.

This press release may contain forward-looking statements that are based upon management's current expectations and are inherently uncertain. Forward-looking statements are based upon information available to us as of the date of this release and we assume no obligation to revise or update any such forward looking statement to reflect any event or circumstance after the date of this release. Actual results and the timing of events could differ materially from current expectations.

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