

Cisco Enters Internet TV Race

Written by Marco Attard
05. 01. 2011



Cisco reveals its plans to combine internet video and conventional TV at its pre-CES 2011 conference with **Videoscape**.

Company CEO John Chambers describes it as an "immersive approach to video content" with a set-top box providing access to all content, including TV, web, social networks and even friends' devices.

A demo shows off a Cisco-filled living room, complete with Scientific Atlanta STB, uni telepresence set and Cisco's new Media Gateway (supports voice, video and data over network while allowing users to upload video from USB devices). From the demo, users access content (live TV, DVR'd content and premium subscriber content) via both TV and Cisco iPad app.

Cisco describes the news as "primarily a software announcement", with 5 different product families supporting Videoscape.

Cable operators (in the US, at least) should be able to customize the software interface and decide on pricing models.

One has to keep in mind Cisco owns Scientific Atlanta-- manufacturer of STBs for a number of

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cable TV providers.

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