



## PRESS RELEASE

Stockholm & Berlin, 9 October, 2007

# Operax launches new Partner Ecosystem and new component for partner solutions

**Operax, the leading vendor of dynamic Resource and Admission Control solutions for IP service quality, today announces new initiatives for partners at Broadband World Forum, Europe. Together these will enable Operax and partners to create innovative joint solutions for end-to-end IP Quality of Experience in next-generation networks.**

- ▶ **Quality of Experience Ecosystem™** - a new Partner program for the mutual development of interoperable, commercial solutions for end-to-end quality of IP services
- ▶ **Operax i500** - a software component for solution vendors wishing to integrate Dynamic Resource and Admission Control into their own software and hardware product solutions.

### **Operax Quality of Experience Ecosystem™**

Many companies provide solutions that assist operators and service providers in offering Quality of Service (QoS), but the end-customers pay for their Quality of Experience (QoE). However, end-to-end QoE is not something one vendor alone can provide. Operax is bringing together complementary, best-of-breed vendors in the Operax Quality of Experience Ecosystem™ to allow the joint development and supply of commercial, interoperable solutions for QoE for operators and service providers.

Operax is launching this initiative because of the central role of its solutions in Next-Generation Network architectures for pre-IMS and IMS. "Organizations are looking to partner with Operax because of the value we add to Network Elements in the transport layer, to the IPTV and VoIP applications in the service layer and to OSS/BSS systems, such as testing, monitoring and fault management," said Roberto Kauffmann-Dev, Solution Alliances Director, Operax. "With Operax as their decision point for topology issues, these solutions become even smarter and offer new benefits to operators and service providers."

Operax is committed to supporting the delivery of commercially relevant, standards-compliant and carrier-grade solutions. This ensures a smooth implementation, training, operation, support and upgrade for joint QoE enhancing solutions.

### **Operax i500**

Operax i500™ is a software component for solution vendors wishing to integrate Dynamic Resource and Admission Control into their own products solutions. It provides standards-compliant resource reservation functionality across access, aggregation and edge networks for use in single or multi-application scenarios. The Operax i500 is a component from within the Operax Resource Controller portfolio of products. It is available as an OEM component to be integrated within solutions that need to be complemented with the specific function of resource based admission control.

Operax i500 implements the Access Resource and Admission Control Function (A-RACF) of the ETSI TISPAN R1 NGN architecture and provides equivalent resource and admission control capabilities for ITU-T, 3GPP and 3GPP2 standards architectures. Operax i500 is applicable in solution contexts ranging from single application environments such as IPTV middleware or VOD servers, to multi-service IMS environments.

These announcements follow Operax's launch on 8 October 2007 of its new positioning for dynamic Resource and Admission Control; announcing a new single service pre-IMS product – Resource Controller 3300™; and renaming its other products to Operax Resource Controller 5500™, Operax Resource Controller 5700™ and Operax Command Resource Controller™.

Tom Rosenstein, Vice President Product Marketing & Alliances at SeaChange International, said: "The quality of the end-customer experience is essential for providers to earn revenue with their service. SeaChange works with some of the largest providers on some of the most challenging video projects, and being part of Operax QoE Ecosystem helps us to provide end-to-end QoE."



Commenting on these announcements, Mark Bieberich, Vice President, Yankee Group stated, “The proliferation of multimedia content and QoS-sensitive applications traversing IP networks is driving service providers to deploy dynamic network resource control in access, edge and core network environments. Our research indicates that service providers are deploying network resource control in both non standards-based and pre-standards environments. With this announcement, Operax addresses these market conditions directly by making its solutions available in a diverse range of network environments, aided by partners where appropriate.”

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**About Operax**

Operax is an independent software vendor offering innovative solutions for dynamic Resource and Admission Control in IP-based telecommunications. Operax products provide efficiently guaranteed Quality of Service for operators of multi-vendor, multi-service commercial, civil and military networks.

To maximize Returns on Investment in broadband fixed and wireless pre-IMS and IMS networks, providing guaranteed Quality of Service, while minimizing capital and operational costs, is a key capability. It is essential for the successful commercial deployment and operation of new services, such as IPTV, VoIP and Fixed Mobile Convergence.

Operax continues to make extensive contributions in standardization forums. With 22 patents granted or pending, Operax product technologies assure revenue bearing services, ensure emergency calls, and support essential users and services for vital communications networks.

Founded in 2000, Operax is a privately held company with headquarters in Stockholm and offices in Boston MA, London, Rome, and Luleå - Sweden. The company is owned by Nordic Venture Partners, Innovacom, Nomura and Emano, along with its founders. For more information, visit [www.operax.com](http://www.operax.com)