

3: Business fixed and mobile service innovations

Media services innovation

Winner: BT Global Services and Juniper Networks for Digital terrestrial TV distribution network



Paul Gainham (left) of Juniper and Garry White of BT accepted the award

The BT Media and Broadcast Global Media network is a world's first in providing both real time and stored content transmission of compressed and uncompressed standard definition and high definition television pictures and images across an MPLS network.

Initially built to transport live and stored transmissions for ITV's distribution and studio network in the UK, the network has now been expanded worldwide to connect leading film and studio development locations such as Hollywood, India and Asia.

The network first went live in 2005 and was a world's first in supporting the multicast delivery of both live and stored TV programmes across an MPLS network infrastructure using a new capability designed with this service in mind — point to multipoint label switched paths (P2MP LSP) which has since become a published IETF RFC.

This capability allowed BT Media and Broadcast to provide an optimized way of distributing high bandwidth uncompressed or compressed TV signals to remote ITV studios across the UK whilst meeting the most stringent jitter, latency and failover times required for such a highly visible service. The network also supports non real time content distribution for emerging TV and internet services.

On top of the innovation at a network level, BT has also developed a video service termination device (VNVP) that converts both compressed and un-compressed broadcast signals to and from IP. In addition to this the VNVP unit incorporates broadcast service layer protection switching and signal monitoring facilities.

Machine-to-machine services innovation

Winners: O2 Communications Ireland and Wyless Group for ABB Robotics monitoring system



Paul Smith (left) of Wyless and Mark Finlay of O2 accepted the award

Using the Wyless global wireless data network, ABB Robotics has extended the uptime of its robots and lowered the overall cost of ownership through pro-active maintenance and reduced production disturbances.

The remote service logs a robot's key performance data and sends this remotely to an ABB service centre via GPRS technology. The robot can automatically alert the central database, triggering an SMS to the on-call service engineer, who can then immediately access a detailed data error log and quickly identify the exact fault. At anytime and from anywhere, an engineer can verify robot status and access important maintenance information about a robot system by logging into the ABB MyRobot website.

With Wyless's managed wireless data network, customers of ABB Robotics can communicate securely and reliably from the robots direct to the service centre.

The project demonstrates true innovation. The MyRobot website integrates the Wyless management platform to deliver a unique robot control centre. Wyless provides a managed global wireless data network. It manages the network and relationships with mobile network operators to reduce complexities, risks and costs. The technology — patented private fixed IP addressing — allows secure, two-way communication between the robots and the service centre on a global scale.

Service security innovation

Winners: Mobilkom Austria and Ikarus for A1 internet security

Joe Pichlmayr (left) of Ikarus and Reinhard Zuba of Mobilkom accepted the award

Mobilkom Austria is the first mobile provider



worldwide to launch a network-based security solution, A1 internet security, which can detect and remove viruses before they reach the computer.

This service has been jointly realised with Ikarus Security Software, a pioneering software developer in the antivirus business.

A1 Internet Security offers a twofold antivirus protection both at network and computer level. This centrally-managed application is able to detect and block all kinds of viruses, trojans and spyware circulating the net, while being constantly adjusted to the evolving threat scenario. When users end on a website affected by viruses, they receive instant alert notification by A1, which makes sure that they never get in touch with the affected data.

In addition to providing antivirus network security, the A1 solution also encompasses a client software for the protection of the computer, which offers full scan of emails, hard disc and other data carriers on an ongoing basis and, when required, activates the firewall of the Windows operating system.

Moreover, automatic and free-of-charge updates guarantee permanent protection against the latest developments in terms of viruses, spyware and trojans.

Mobilkom Austria is the first provider worldwide to introduce such a solution into its network.

