

# MANAGED IP/VPN DELIVERS INTERACTIVE DIGITAL ENTERTAINMENT CHANNELS

Submitted by: The Sage Partnership

Thursday, 22 March 2001

---

Britain's more than 4 million digital TV viewers are to get new interactive entertainment channels thanks in part to a high resilience, fully managed IP/VPN service from Milgo Solutions.

The communications service - for London-based digital TV media company Static 2358 - uplinks interactive content to broadcasters, relays back viewer input and facilitates the management of subscriber information. Viewers need only press the 'Interactive' button on their remote controls to access free prize games, magazines and other interactive entertainment.

The Static 2358 IP/VPN service is the latest to come out of a strategic alliance between Milgo and international telco Telia. Signed last year, it combines Milgo's design, implementation and management expertise with Telia's IP backbone and global points of presence.

Milgo's selection as network service provider followed extensive evaluation according to Static 2358 operations director Eric Zie: "We're breaking new ground commercially and technically. A lot of what we are doing now will be the platform for industry standards that others will have to follow in the future," he says. "For that reason we needed a network partner with flexibility and vision, and one prepared to get involved in an entirely new area. At the same time we also needed a resilient and robust technical architecture.

"Milgo's technology was the best on offer, they had the right approach and we had confidence in their ability to work with other vendors on the project."

Static 2358's choice of a managed IP/VPN solution was equally pragmatic. "We're a media, technology and design company, not a network owner/operator. We simply don't have those resources in house," says Zie. "This way we get huge scalability, high resilience and guaranteed service levels at a price that's cost effective.

"Scalability will be a factor as we sign more interactive deals in the UK, Europe, United States and Asia. We want to be able to scale the network up easily and push it out to what will be a growing list of distribution partners."

Milgo's end-to-end service - which is also voice over IP enabled - serves Static 2358 sites in London, Bristol and Paris along with

broadcast distribution partners. All supporting circuits and hardware are provided and managed 24 hours a day by Milgo under the service agreement.

"The value of Milgo's 24x7x365 guaranteed availability cannot be underestimated. That's why a managed service is key to us right now," says Eric Zie. "What we're doing is applying leading edge and highly demanding operational standards in what is an entirely new industry and at the same time running a commercial business. If we lose service we lose revenue, it's as simple as that."

Milgo Solutions is the first of a new generation of communications solutions providers - vendors that combine hardware, software and skills into complete mission critical communications solutions. These range from fully managed, end-to-end services through to converged e-business solutions, consultancy and project management.

Owned by Kingston Communications, Milgo Solutions is a new world solutions provider with a 40-year track record of excellence. The company's capabilities range from concept and design through implementation and migration, to 24x7 management and support. It has extensive pre-sales and post-sales expertise in mission-critical voice and data communication networks. A Cisco Systems Gold Partner and Nortel Networks Enterprise Solutions Partner, Milgo Solutions' 250 highly qualified staff are backed up by a multi-million pound modelling and simulation network (eNet.INTELLIGENCE) and a 24/365 Network Management Centre. Customers include Alliance and Leicester, AXA Sun Life, British Airports Authority, BT, Global Crossing, National Grid and Viatel.

Telia UK is a wholly owned subsidiary of Telia AB, the Scandinavian communication company. Telia has been operating in the UK since 1992 and became a licensed national and international operator in 1995. Building on an initial proposition based on simple telephony the company has grown to provide a range of voice, data and IP value added services to medium to large sized companies, Internet service providers and other carriers.

Further editorial information:

Siamak Sheibani, Milgo Solutions - 01256 763911

The Sage Partnership - 0118 934 4007

