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News Release from: **Espial**

Edited by the Electronicstalk Editorial Team on 6 March 2006

Middleware makes more of IPTV services

Espial will be highlighting strategic IPTV solutions available to telcos during panel discussions and booth demonstrations at IPTV World Forum in London this week.

Note: Readers of the Editor's free email newsletter will have read this news when it was announced. [Send us a blank email now to join the circulation.](#) It's free!

Espial will be highlighting strategic IPTV solutions available to telcos during panel discussions and booth demonstrations at IPTV World Forum in London this week. In the extremely competitive TV market, IPTV is poised to stand out as a new revenue stream for telcos and operators. On Stand 3 in the exhibition hall, Espial will demonstrate how Espial Evo will ensure telcos and system integrators can tap into this new revenue stream and provide compelling IPTV services that help 'own their IPTV subscribers' and provide a long-lasting and crucial competitive edge.

Dr Neale Foster, Espial's Director of Strategic Marketing, will be speaking to conference delegates on 6th March at 1030 GMT along with representatives from Bulldog Communications, Tiscali and Cisco Systems.

By providing [middleware](#) and applications to hundreds of customers around the world, Espial has developed a robust product suite for telcos and operators to engage their subscribers with interactive IPTV content.

Partnerships with leading semiconductor suppliers, set-top box manufacturers and other IPTV component vendors have ensured Espial Evo supports most major IPTV platforms in a seamless, standards-based middleware package.

Espial Evo, unlike other IPTV solutions based on web browsers, delivers an exceptionally fast consumer experience by eliminating performance penalties such as progressive page loading and page flips.

In addition to this unique client IPTV middleware framework that is open for third party developers, Espial Evo includes applications such as electronic programme guide, video on demand, portal and settings.

'Espial Evo provides the best solution for operators who have been dissatisfied by the same generic interfaces that they are currently limited to with browser-based applications', said Dr Neale Foster, Director of Strategic Marketing, Espial.

'Espial Evo allows operators to offer exciting and engaging interfaces and easily control all the branding, modifications and integrations they need'.