



For Immediate Release

**Cisco and HKTV Proudly Announce Revolutionary “Shoppertainment”
Platform Enabled by Hong Kong’s First HKIX 100GE Service**
*Internet Connectivity Breakthrough Sets a New Paradigm for
Shopping and Entertainment Industry in Hong Kong*

【Hong Kong, October 30, 2014】 Cisco and HKTV today announced a leading-edge move in Hong Kong’s online shopping and entertainment industry, taking advantage of Hong Kong’s first HKIX 100GE service. As Hong Kong’s first user of HKIX’s 100GE service made possible only by [Cisco Nexus® 7000 Series Switches](#), HKTV is empowered to launch HKTV Mall – the largest Over-the-Top (OTT) platform in Hong Kong providing both shopping and entertainment experiences, on November 19, 2014. Redefining “multimedia business”, HKTV’s revolutionary “Shoppertainment” platform supported by Cisco and HKIX is bringing Hong Kong’s online world into a new era, delivering a truly delightful and hassle-free one-stop shopping and entertainment experience for all.

Riding on its strong content library and brand presence in Hong Kong, HKTV has refined its multimedia business plan to create a new “Shoppertainment” platform, which integrates a 24-hour “Branded Product” online shopping mall with a round-the-clock TV entertainment platform – HKTV Mall. The HKTV Mall is a one-stop primary source of “shopping happiness” providing a wide range of merchants that offer an extensive choice of products, along with order placement, payment collection, same day/next day local product delivery and post-sales customer services. At the start, more than 200 domestic and international merchants have been engaged to provide a broad spectrum of products and services, including fashion, jewelry, beauty and health, baby and child, food and grocery, electronics, sports and outdoor, household and pet care.

Beyond this one-stop shopping experience, the unique “Shoppertainment” platform is accessible OTT through multiple Internet-connected devices, such as smartphones, tablet computers, personal computers and smart TV sets, for people in Hong Kong to view the rich entertainment content produced by HKTV, including drama series and infotainment, and variety programs either through live streaming or on a video-on-demand basis. To create a stable and hassle-free entertainment experience for the wide audience in Hong Kong, Cisco Nexus 7000 Series Switches, designed for the highest 100 Gbps port density in the industry, enable HKIX’s 100GE service to provide a high-capacity, reliable and scalable infrastructure to deliver the best online shopping and TV viewing experience. *[Please refer to the solution fact sheet in the appendix for technical specifications.]*

Highlights:

- **Delivering a hassle-free and delightful shopping experience:** Embracing the burgeoning e-commerce trend in Hong Kong and catering to a large and growing user base, HKTV Mall requires an efficient and reliable e-marketplace to host and handle diversified transactions between customers and more than 200 merchants on the platform. Businesses require availability 24/7 from the IT infrastructure to meet business needs and customer expectations, and the Cisco Nexus 7000 Series Switches underpin a next-generation 100GE network that is highly available and reliable, enabled by its NX-OS Software specifically designed for the most mission-critical enterprise to deliver an enjoyable and fulfilling shopping experience for all users.
- **Optimizing the viewing experience of HKTV's rich content:** HKTV's highly anticipated TV series, along with its rich content library, including infotainment and variety programs, are broadcast OTT, and can be enjoyed through all Internet-connected devices. HKIX's 100GE service, enabled by the Cisco Nexus 7000 Series, provides the bandwidth needed to enable viewers in Hong Kong to enjoy these programs smoothly using different devices and different connections. With Hong Kong's first HKIX 100GE connection, up to around 400,000 concurrent users can all enjoy a seamless and hassle-free entertainment experience on the HKTV Mall platform.
- **Simplifying bandwidth management to improve user experience:** To enhance the entertainment experience, HKTV's video streams are divided into different adaptive rates to provide the best viewing performance for different users. The Nexus 7000 Series' programmability and SDN features simplify bandwidth planning and help define traffic flow, providing precise control and helping the network respond to real-time changes. This innovation from Cisco also simplifies technical set-up and management, empowering HKTV to roll out the HKTV Mall services in the shortest amount of time to satisfy the appetites of Hong Kong audiences with quick delivery of a brand-new entertainment experience.

The deployment of the Nexus 7000 Series Switches was completed in October, and HKTV is in full force and at full speed to prepare for the launch of HKTV Mall and get people in Hong Kong on the unique "Shoppertainment" journey on 19 November 2014.

Supporting Quotes:**Barbara Chiu, managing director, Cisco Hong Kong and Macau**

"This latest collaboration with HKTV and HKIX once again demonstrates Cisco's commitment in transforming the way people live, work, play and learn through the power of the network, enabled by our leading technologies and innovations. We're honored to work with HKTV, a forward-looking company, to make history to provide a next-generation shopping and entertainment experience for people in Hong Kong. We're equally excited about the delivery of Hong Kong's first 100GE service with HKIX to help drive Hong Kong's internet economy."

Ricky Wong, Chairman of HKTV

"HKTV is marking another key milestone by delivering a unique 'Shoppertainment' experience for people in Hong Kong through the HKTV Mall supported by Hong Kong's first HKIX 100GE service. As the pioneer in integrating e-commerce and Internet TV services, there is no precedent case and route for us to follow. We're pleased with the excellent teamwork and professional support provided by Cisco, and, as our long-term and trusted partner, we're confident that their innovations will continue to support us in our future endeavors."

About HKTV

Hong Kong Television Network Limited is a Hong Kong and the U.S. listed company (SEHK : 1137; NASDAQ : HKTV). Established in 1992, the Group possesses extensive and successful experience in telecom market liberalization, popularizing advanced technology and applications. Striving to expand its foothold to the multimedia and TV industry, HKTV is now developing a 24-hour “e-Shopping Mall” providing a “one-stop shop” platform to people in Hong Kong, including entertainment, online shopping, delivery service and impressive customer experience, riding on the strong content library together with strong brand presence in Hong Kong. More information about HKTV can be found in www.hktv.com.hk/corporate.

About Cisco

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. For ongoing news, please go to <http://thenetwork.cisco.com>.

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Appendix – [Cisco Nexus 7000 Series Switches Fact Sheet](#)

Cisco Nexus 7000 Series Switches offer one of the most comprehensive data center network feature sets in a single platform. They deliver high performance and density for core, aggregation, end-of-row, and top-of-rack server deployments in a highly resilient modular platform within the data centers. The Cisco Nexus 7000 Series runs on Cisco NX-OS Software. It was specifically designed for the most mission-critical enterprise and service provider data center deployments.



- **High scalability to accommodate and grow with the business requirements**

The Cisco Nexus 7000 Series enables the highest-density native 10 Gigabit Ethernet system in the industry, with up to 768 wire-rate 10 Gigabit Ethernet ports. The Cisco Nexus 7700 platform switches are designed for the highest 40 Gbps and 100 Gbps port density in the industry, with 384 40 Gigabit Ethernet ports and 192 100 Gigabit Ethernet ports.

- **High resilience to provide critical business-class availability**

Cisco® NX-OS enables the Cisco Nexus 7000 Series to provide continuous system operations, permitting maintenance, upgrades, and software certification without service interruption. The combination of process modularity, non-disruptive ISSU, nonstop forwarding (NSF), automatic graceful restart, and stateful process restart reduces the effects of software upgrades on data-plane forwarding.

- **OpenFlow to define traffic flow in the network**

Broad, open-source tools and open standards support significantly boost Nexus 7000 programmability and SDN capabilities for virtualized and cloud deployments. For example, OpenFlow helps IT define how traffic should flow through the network, providing precise control and helping the network respond to real-time changes.

- **Simplified end-to-end management reducing management complexity and increasing efficiency**

The flexible and efficient management of Cisco Nexus 7000 switches delivers new levels of operational manageability and serviceability to increase the efficiency of data center operations. The powerful integrated toolset of Cisco Nexus 7000 switches, Data Center Network Manager (DCNM), also increases the ease of servicing, simplifying technical and bandwidth planning as well as operations.

- **High flexibility to integrate and enable new technologies**

Cisco NX-OS is designed to scale with current and future multiprocessor hardware platforms and offers easy portability across a variety of platforms with feature consistency. It facilitates the integration of technology innovations and evolving standards to deliver long-term feature extensibility.

- **Comprehensive security to protect and preserve data and operations**

The Cisco Nexus 7000 Series provides comprehensive security features supported by a robust control plane and wire-rate encryption and decryption, allowing security controls that are less complex and more transparent to the protocols and applications in the data center.
