



Amino Upcycles to extend the life of Vodafone Iceland's deployed devices

Video delivery to the consumer home, over IP networks, has evolved dramatically since the early days of IPTV in the early 2000's. To remain competitive, Pay TV operators require CPE devices with features supporting ever evolving protocols, codecs, software and standards.

It is critical that their investment in set-top-boxes includes the function to ensure visibility of deployed devices; to easily manage the necessary or desired updates and to provide consistent branding and performance. In addition, it is increasingly important to do all of this while minimizing the environmental impact.

Vodafone Iceland (VFI), owned by Syn hf and operating as a Vodafone franchise, delivers TV, broadband and telephony services to subscribers in Iceland, with 32.8% market share. Amino is a long-term supplier for VFI but in recent years Vodafone also purchased set-top boxes from Samsung. In 2019, Samsung announced that they would withdraw from the market, which left their customers with deployed devices and no support.

VFI wanted to avoid the typical solution of capping the existing deployment, migrating to new hardware and then decommissioning unsupported devices. This approach would be time consuming, costly and result in millions of perfectly useable devices ending up in landfills.

Alternatives to recycling the devices were considered but were found to be environmentally unsustainable. Amino presented the option to Upcycle existing devices.

Upcycling leverages AminoOS, the platform middleware deployed on all Amino devices, to provide the interfaces and underlying subsystems such as security, management, players and network integration. The Amino OS roadmap provides unique value to customers in the form of a continual evolution of the services supported by the software, many years after a set-top box was deployed. Vodafone Iceland realized it could use AminoOS to extend the life of its existing set-top boxes.

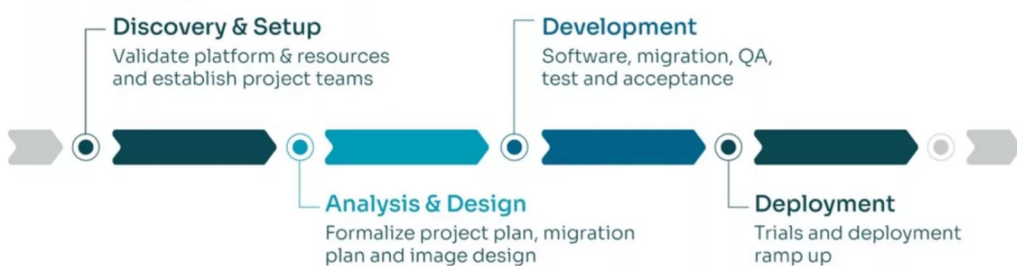


Phase 1 - Validating feasibility



By undertaking a gap analysis, Amino was able to identify the feasibility of porting AminoOS onto VFI's existing Samsung boxes. Amino needed to make sure that it provided all the features to ensure longevity of the existing deployed devices, as well as meeting VFI's future video service goals. For example, Amino agreed to support brand new features such as Wi-Fi, which had not previously been available. Amino's approach combined its experience in deploying hardware, implementing security solutions and customizing AminoOS with a professional services approach, to manage the viability of each stage of the project.

Phase 2 - Migration process



Throughout the project VFI gained further insight into the value of AminoOS as a software platform that is configurable and flexible enough to support diverse hardware and software requirements. VFI further benefits from Amino's commitment to giving customers a single platform from which they can easily update firmware to support new features.

Amino's approach helped Vodafone Iceland consolidate, modernize and future-proof their deployed devices, with the added benefit of doing so in an environmentally sustainable manner.

Using AminoOS, we have enabled Vodafone Iceland to continue using their Samsung devices and to do so without having to make the choice between cost and sustainability. The approach offered by Amino has delivered both. Working with Vodafone, Amino ensured that these devices would continue to provide video services for many years to come and prevent the need to prematurely dispose of hardware at a significant environmental cost.

