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UXP SYSTEMS SHOWCASES THE IDENTITY DRIVEN EXPERIENCE AT CES 2016

The MINT Digital Experience Engine enables operators to launch innovative offerings for identity driven television, connected home and digital life.

LAS VEGAS, NV, CES 2016 – January 5, 2016 – [UXP Systems](#), the leader in identity driven digital services enablement, announced today that its MINT Digital Experience Engine will be demonstrated at CES 2016, highlighting to operators the need to move towards an identity driven service architecture.

“All operators are being challenged by cloud and OTT providers to deliver a more personal, digital service experience for users of their existing services” said Jim MacDonald, UXP Systems VP of Global Marketing. “They’re learning that digital identity is playing a central role to that challenge, realizing that each users’ service experience starts with federated, simplified access to services, and must be supported with a comprehensive capability to manage each users’ lifecycle as they navigate through an operator’s multiple service offerings across all of their devices.”

At CES 2016, UXP Systems will be demonstrating how they can solve real world operator challenges today, efficiently managing each user’s lifecycle and providing seamless access to core, cloud, and OTT services. The demo will highlight how to manage digital IDs for every user, how to optimize their user journeys across multiple services, and importantly, how to monetize their service interaction with comprehensive user data. The live demo will bring all of the components of a user’s digital life together, solving a growing problem within the Digital Service Provider domain, and represents a significant market opportunity for existing operators.

“As the DSP market continues to grow, there is a glaring missing piece that existing operators are extremely well positioned to grab” said Mark Mortensen, Research Director and Practice Leader at Analysys Mason. “The operators need to position themselves at the centre of each user’s digital life, making the operator the strategic broker of each user’s digital ID. This approach, while also capturing user activity data for every consumer of an operator’s service, places the operator in the middle of the digital value chain, creating a more intimate and loyal relationship with every digital user.”

About UXP Systems

UXP Systems is the industry leader in identity drive service enablement. UXP Systems' Digital Experience Engine powers the digital user lifecycle as operators transform to a seamless, digital world of entertainment, communications, and connected life services. Their User Lifecycle Management™, Service Gateway and UXDR® Insight modules are transforming service experiences for operators like Cable & Wireless, Rogers Communications, TELUS and CenturyLink in order to simplify user journeys while unifying and personalizing access to digital services for every household user. UXP Systems' Digital Experience Engine innovates above existing legacy systems to transform the user experience, enabling frictionless user registration and device on-boarding, new user acquisition models, delegated user access and individual user profiles across all screens and services.

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