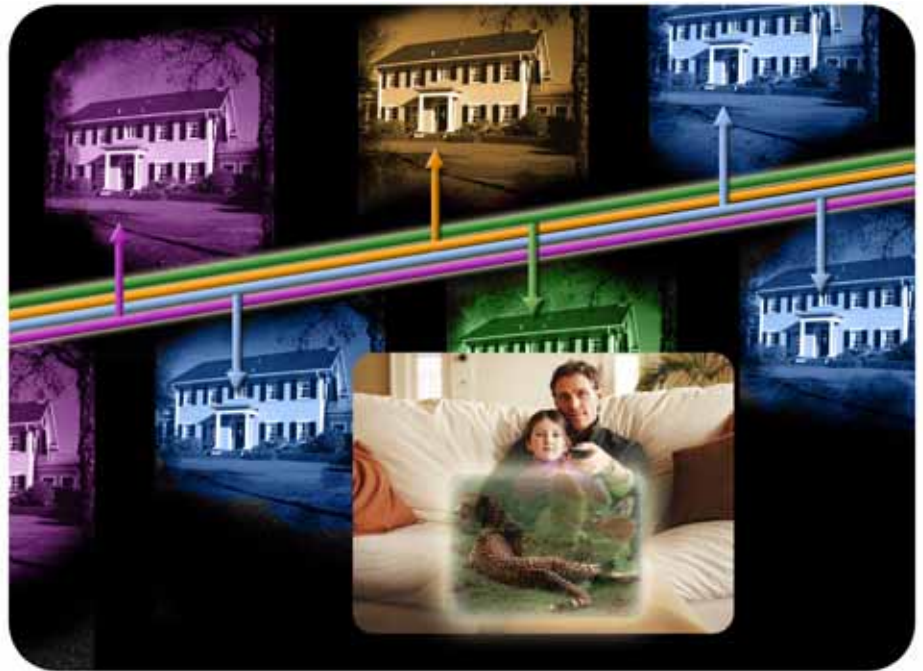




## SDV

### Switched Digital Video Platform



- QAM sharing with VOD and SDV
- Highly reliable system with failover and data protection
- Open and interoperable solution
- Broadcast and switched video data capture
- Optimizes bandwidth utilization

The ARRIS Switched Digital Video (SDV) Platform is a standards-based, software-centric approach that helps broadband service providers leverage existing bandwidth while continuing to capitalize on targeted advertising revenue streams. ARRIS initially authored many of the industry-standard specifications that are adopted today, and we have focused the last two years not only on core product development, but also on third-party and MSO system integration and testing with industry-standard middleware, interactive program guides (IPGs), and edgeQAM vendors.

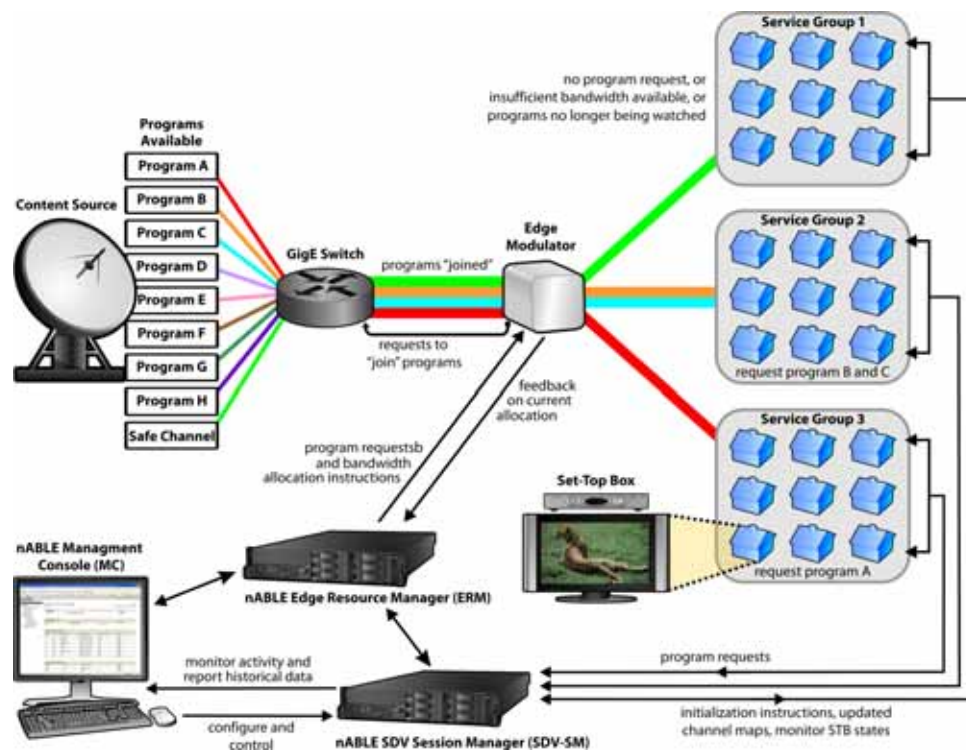
The control center of the ARRIS SDV Platform is the integrated, yet fully modular nABLE™ Global Session and Resource Manager, including the SDV Session Manager and the Edge Resource Manager. The nABLE Management Console is the graphical user interface, enabling broadband service providers to configure SDV systems, view real-time network status, generate historical reports, assist in system diagnosis, and analyze demographic-specific viewing patterns in order to make programming decisions and provide targeted advertising.

The ARRIS SDV Platform leverages our unified video management and delivery platform, and has been extended with our full suite of advertising, subscriber management, reporting, service assurance, and mobile workforce management capabilities. Our Professional Services Group also capitalizes on our years of expertise in designing highly customized, integrated VOD platforms to offer you personalized SDV configuration, deployment, and support. We do what it takes to ensure that your SDV implementation is successful.

## SDV Switched Digital Video Platform

Contact your ARRIS sales professional to find out how we can help you expand your network capacity and advertising possibilities through SDV.

### ARRIS SDV Platform



### The ARRIS SDV Difference

- Non-proprietary and standards-based interfaces integrate with multiple third-party SDV vendors
- Leverages 7+ years of ARRIS VOD, advertising, and session management expertise
- Now deployed in field trials with MSOs
- Uses unified management platform for advertising-supported SDV, VOD, and time-shifted TV services
- Integrates with ARRIS's full suite of on demand, OSS, and broadband access capabilities
- Backed by ARRIS's Professional Services Group that offers customized SDV planning, configuration, deployment, and support

The capabilities, system requirements and/or compatibility with third-party products described herein are subject to change without notice. ARRIS, the ARRIS logo, C3™, C4™, CableEdge™, Cadant™, C-COR™, CHP Max™, Cornerstone™, CXM™, D5™, Digicon™, Flex Max™, Keystone™, MONARCH™, n5™, nABLE™, NSM™, nVision™, PLEXIS™, Regal™, ServAssure™, TeleWire Supply™, Touchstone™, VoiceAssure™, and WorkAssure™ are all trademarks of ARRIS Group, Inc. Other trademarks and trade names may be used in this document to refer to either the entities claiming the marks and the names of their products. ARRIS disclaims proprietary interest in the marks and names of others. © Copyright 2008 ARRIS Group, Inc. All rights reserved. Reproduction in any manner whatsoever without the express written permission of ARRIS Group, Inc., is strictly forbidden. For more information, contact ARRIS.

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