



ARRIS introduces ConvergeMedia™

ConvergeMedia™ is an innovative suite of media distribution and application platforms meeting the demands of an OnDemand World.

- Deliver any media, over any network, in any format to any consumer
- Improve subscriber services and create new revenue
- Improve operating margins
- Optimize capital resources
- Enhance operator competitiveness
- Solutions you expect from a global communications company specializing in data, voice and video

Video consumption is growing at explosive rates and innovative, adaptable platforms are required to suite changing market demands. Video On Demand (VOD) reached 10 billion orders in 2008 and Video on the web exceeds 14.3 billion views per month. In order for cable operators to stay in the forefront of the industry, it is imperative to support media over any network. ARRIS On Demand solutions realize these changing environments - conforming & expanding our offerings to suit the needs of the operator, as well as the end user.



ConvergeMedia™ Application Platforms offer a complete suite of solutions to manage personalized media experiences and deliver advertising revenue across all networks and devices.

OnDemand Management

- Full-cycle content management: Acquisition to Consumption
- Media asset management and intelligence
- Heterogeneous and Hierarchical Content
 - Lights Out operations
 - Upgrades with minimal or no interruption to service
- High availability capabilities including clustering of ConvergeMedia Distribution components
 - Scalability and Active Failover
- Session and Resource Management
 - Allocate content to utilize bandwidth, disk capacity, and address popularity issues

Advertising Management

- Comprehensive & Advanced Linear Advertising Insertion (DPI)
- Dynamic OnDemand ad insertion
- Intelligent, revenue based algorithm design
- Traffic & Billing: scheduling, measurement, and verification reporting
- SCTE 130 compliance for addressability

Device Applications

- OnDemand client support for STB and other devices
- Personalized Services: guides, search, navigation & recommendations
 - Enable viewers to select VOD programs from a website and have those programs displayed on the VOD set-top application specific to the account

ConvergeMedia™ Distribution Platforms offer two media switching families which were designed to consolidate and distribute multiple media types over any network, to any device.

ARRIS XMS: any (“X”) Media Stored and streamed

- High storage to streams ratio
 - Ideal for centralized, or lightly-networked distributed architectures
- 100% COTS based platform
 - Optimized cost/performance across 200 to 20,000 streams
- Adaptive Storage Design
 - SAS, SATA, SSD or RAM
 - Additional cost/performance optimization
 - 2 to 96 TB storage
- Cost-effective for Network PVR (nPVR) applications
- Unified Platform: Built-in Linear & OnDemand Advertising support

ARRIS MDX: Media Distribution switch (“X”)

- High streams to storage ratio
 - Ideal for content delivery network (CDN) architectures
- Edge Switch / cache for large streaming capacity
- VueStore™ Solid State Storage
 - Purpose built flash optimization
 - High density FLASH storage
 - Green approach / lowest power
- Seamless Multi-screen convergence
- Web engine delivers Internet video streams
- Broadband video streaming at line rates
- Penalty free high speed content ingest
- MDX9200: up to 50,000 SD streams (200Gb/sec) & up to 24TB local storage

About ARRIS

ARRIS is a global communications technology company specializing in the design, engineering and supply of technology supporting triple- and quad-play broadband services for residential and business customers around the world. The company supplies broadband operators with the tools and platforms they need to deliver reliable telephony, demand driven video, next-generation advertising and high-speed data services. ARRIS products expand and help grow network capacity with access and outside plant construction equipment, reliably deliver voice, video and data services and assure optimal service delivery for end customers. Headquartered in Suwanee, Georgia, USA, ARRIS has R&D centers in Atlanta, GA; Chicago, IL; State College, PA; Beaverton, OR; Wallingford, CT; Cork, Ireland; and Shenzhen, China, and operates support and sales offices throughout the world. Information about ARRIS products and services can be found at www.arrisi.com.



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