

SmartStream

Interactive Digital Cable System



The SmartStream interactive digital cable system consists of an integrated set of high performance stream-processing elements necessary for the successful deployment of advanced services like VOD and digital ad insertion. To accommodate various deployment strategies and network architectures, the elements of the SmartStream system have been designed to: simplify and optimize the management of headend system resources; affordably address exploding stream count; provide a secure content delivery environment; and provide a scalable architecture to allow the system to grow with subscriber additions.

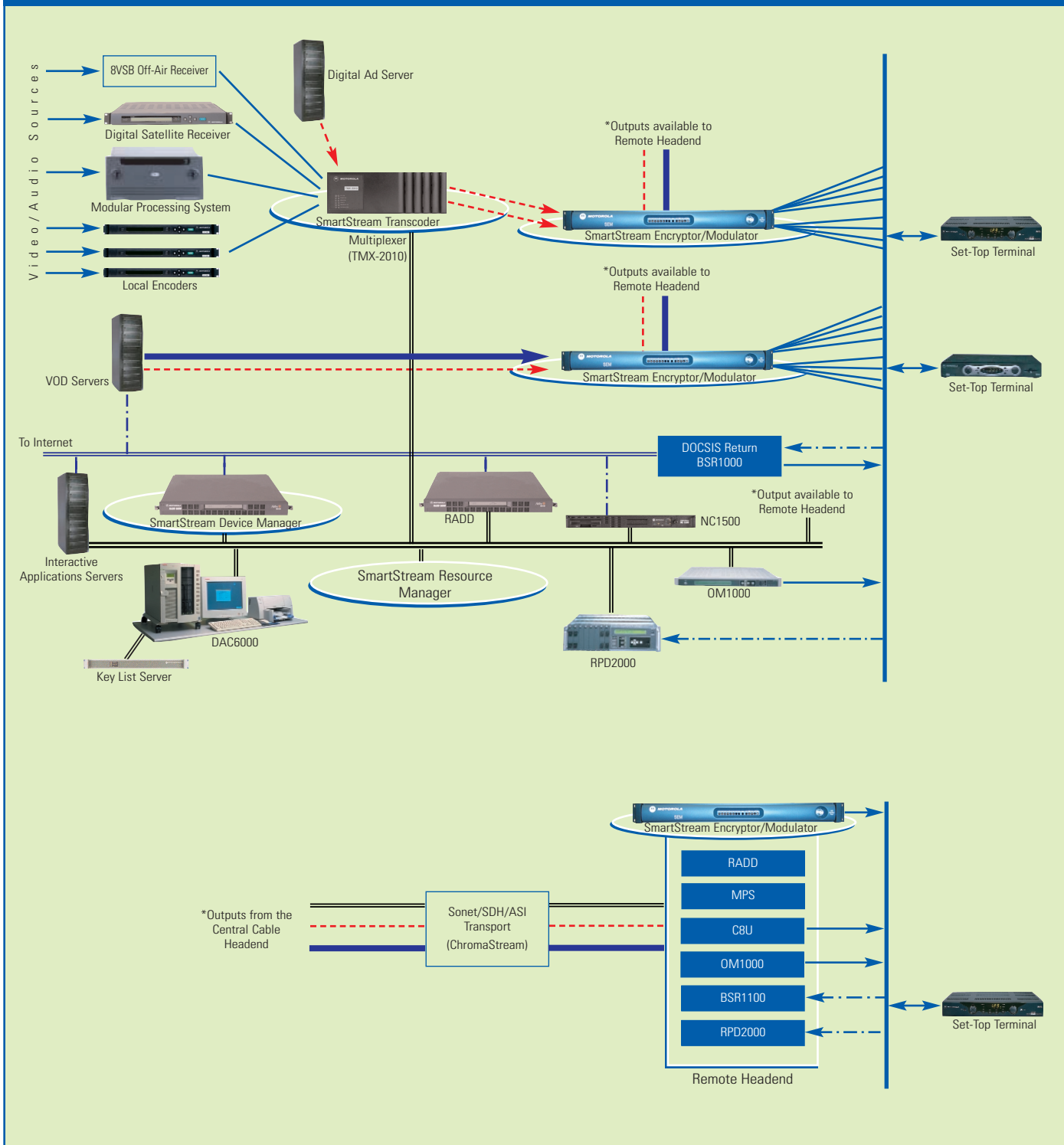
The SmartStream system has been designed specifically to address the next wave of revenue producing services being readied by the cable industry. The enhanced viewing experience that these new services bring to consumers requires sophisticated and powerful headend-resident systems to efficiently process thousands of content streams and manage the cable plant bandwidth. The SmartStream system overlays and adds functionality to existing digital cable systems and adds four new product families to optimize advanced services performance:

New system enables VOD session encryption and enhances operational efficiency for digital cable systems

SMARTSTREAM PRODUCTS:

- **SmartStream Encryptor/Modulator(SEM)** - packs the capability to encrypt a large number of services across 8 separate 64 or 256 QAM cable channels into a single rack unit of space. With support for both GigE and ASI transport technology, this dense design is a practical approach to delivering hundreds of individual streams directly to subscribers. SEM encryption is part of Motorola's award-winning MediaCipher™ conditional access system, which currently secures content delivered to over 20 million subscribers.
- **SmartStream Resource Manager(SRM)** - provides session-based encryption management for VOD and allows operators to dynamically allocate cable plant bandwidth to the most popular content. The SRM will also implement a common interface platform for different interactive applications, making it easier for MSOs to select and integrate new services into their systems.
- **SmartStream Device Manager(SDM)** - interfaces Motorola headend products with network management systems to relay the health, status and configurations of the increasing number of complex headend operating elements. SDM facilitates the efficient management of these new, complex systems.
- **SmartStream Transcoder Multiplexer(TMx)** - provides efficient MPEG-2 service multiplexing, grooming, video bitrate transcoding, and IP data encapsulation. TMx enables operators to customize digital multiplexes at each cable system interconnect point for increased service and network flexibility. TMx is also the processing point for digital ad insertion, interfacing with digital ad servers to cleanly splice ads into digital bitstreams.

SMARTSTREAM INTERACTIVE DIGITAL CABLE SYSTEM



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