



ConvergeMedia™ Advertising Solutions

Linear Advertising Distribution & Management Platforms

- Market-Leading Advertising Management Solutions
- Standard and High Definition Advertising Insertion via GigE
- Manage all insertion types from a Central HQ server
- Automate Operational Procedures
- Redundancy Features ensure high availability



ARRIS ConvergeMedia solutions support a wide range of operator requirements in the Video and Advertising markets. The ConvergeMedia Advertising Solution can serve systems as small as 48 channels up to systems with thousands of channels. ConvergeMedia Advertising Management Solutions provide industry-leading reliability and quality of service through a combination of fault-tolerant engineering and high-availability configuration options. As a result, ConvergeMedia enables operators to field carrier-grade advertising services that consistently meet client service level agreements and maintain continuity of revenue flow. The ARRIS ConvergeMedia Advertising Solution provides full-featured, state-of-the-art, linear ad insertion services for networks of any size.

Local advertising represents a significant source of revenue for service providers; pre-qualified digital viewers are valuable to national and local advertisers as well as to content providers. Advertisers can direct their product marketing to key consumers and get direct measurements and performance data in real-time about their advertising campaigns. The ARRIS Solution supports dynamic ad insertion that opens up new, expanding revenue opportunities.

With the ConvergeMedia Advertising Solution, operators can:

- Manage the complexities of linear digital advertising insertion efficiently and profitably.
- Retain campaigns and keep advertisers satisfied with dependable ad insertion tools and features.
- Develop new advertising revenue streams and personalized subscriber services with enhanced advertising services such as addressability and interactivity.
- Drive down operational expenses of Digital Program Insertion (DPI) advertising with improved service utilization, partner communications, reliability, and quality.
- Reduce advertising CAPEX with an open, standards-based platform that is full-featured, tightly integrated, incrementally-deployable, and highly-scalable.
- Strengthen partner relationships with efficient and reliable scheduling and reporting tools
- Lower operating and power Expenses by managing one, single platform
- Consolidate Linear Ad Insertion, Advanced Advertising, VOD, SDV, nDVR, and TimeShifted TV platforms

XMS Distribution and Unified Platforms

The XMS Series Distribution Platforms are converged VOD & Ad Insertion servers bringing forth major evolution offerings that are industry-acknowledged “best-in-class” for storage density with highly rated streaming performance and reliability. The ARRIS Unified Platform allows operators to manage all aspects of VOD and Advertising Insertion – the system, the content, and the business all from a single, integrated platform that provides operators with the ability to achieve maximum revenue from each market.

With the XMS solutions, operators are able to provide subscribers with personalized content and advertising anytime, anywhere, on any screen. Engineered to open standards (SCTE-35 digital cueing messages, SCTE-30 server-splicer interface, MPEG-2 & AVC video, as well as AAC and AC-3 audio), the ConvergeMedia Advertising Solutions highly-accurate frame insertions and innovative performance result in clean, undetectable splices between broadcasts and ads, no matter what their source.

ARRIS realizes that stability and operations predictability are major factors required to ensure success and lower operating costs. The XMS interoperable design allows side-by-side operation of the new XMS and previously deployed servers, enabling scalable solutions with lower CapEx.

The **XMS Mini** is a flexible low-cost entry solution for small or entry level linear ad insertion deployments, or conversions from analog to digital ad insertion. The XMS Mini provides a small form factor at only 2 RU's and supports lower capital expenses. The XMS Mini is available in configurations of 48, 120 or 250 channels (all numbers SD MPEG-2 streams at 3.75 Mbps), with content storage space of 6 TB.

XMS mini

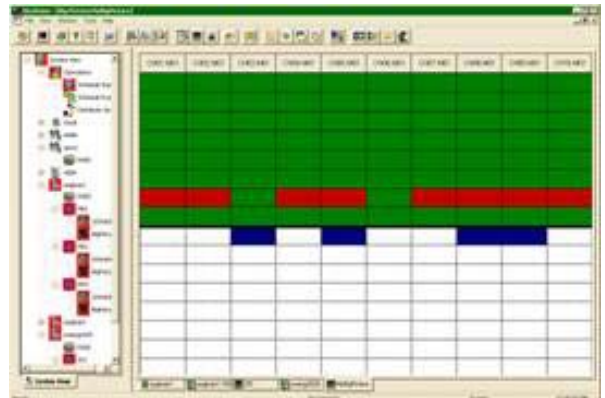


SkyVision

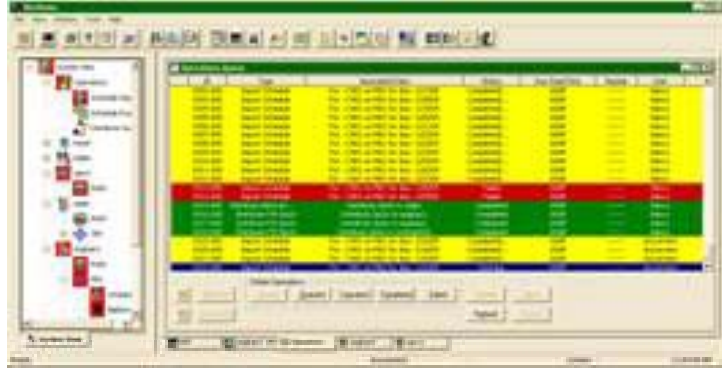
ConvergeMedia SkyVision is responsible for managing the complex process of delivering ads into the broadcast network by merging schedules from multiple traffic and billing systems, using predefined business rules to automatically address and resolve schedule conflicts. With enhanced performance and increased load-balancing capacity, the ConvergeMedia Advertising Solution delivers operational and bottom line benefits from improved network efficiency, reduced storage requirements, and better subscriber quality of service.

Robust and innovative management tools enable SkyVision to support advanced, high-margin, individual-subscriber-focused ads. Once spots are readied for insertion, SkyVision manages the splicing and provides detailed measurement and reporting capabilities to enable a window into operations as well as historical logs for analysis and billing. SkyVision supports dynamic campaign management and mid-flight ad spot adjustments, providing unmatched flexibility and responsiveness. High-level and drill-down monitoring tools allow rapid issue identification and troubleshooting, keeping performance consistent and minimizing downtime during incidents.

SkyVision Big Picture View: Displays system status using a color coded graph that is updated every 60 seconds— primarily used to monitor spot play.



SkyVision Operations Queue View: Displays all operations for a configured set period of time— primarily used to monitor or edit schedule operations.



ConvergeMedia Interconnect (CMI)

ConvergeMedia Interconnect Solutions allow cable operators to work in partnership as a virtual interconnect company. ConvergeMedia Interconnect (CMI) automatically merges schedule files from multiple traffic and billing systems, using predefined business rules to automatically resolve and manage schedule conflicts. It then routes content to the appropriate partners’ ad insertion systems – systems from ARRIS or other vendors – so that advertising in each region is delivered reliably and accurately. Fast merging and secure reporting allow operators to resolve schedule conflicts before they impact advertising revenue. Partner-specific verifications returned to each traffic and billing system ensure accurate billing and maintain strong business relationships among interconnect partners.

Open interfaces to ARRIS or third-party traffic and billing servers enable SkyVision to solicit ad schedules and submit status and verification reports. As an adjunct to SkyVision, ConvergeMedia Interconnect (CMI) allows operators to manage a broad set of advertising connections in a timely manner by merging as many as ten partners schedules simultaneously, maximizing operator revenue through greater diversity, reach, personalization, and ad volume. Live interconnect performance updates provide partner visibility to build stronger relationships and ensure smooth business transactions.

Scout

The Scout Dual Tone Multi Frequency (DTMF) Cue Tone Detector is a 16-Channel DTMF/Contact Closure Receiver. This receiver detects analog DTMF cue tone sequences, and Contact Closure inputs in a Digital Program Insertion (DPI)-based advertising system, allowing you to remove legacy analog headend systems that are used solely for cue tone detection.

The Scout DTMF Cue Tone Detector converts the DTMF tones into network messages to enable digital advertising insertion into DPI and analog systems. Up to 16-channels of DTMF analog cue tones and 16-channels of contact closures are processed concurrently. For every cue detected, the Scout DTMF Cue Tone Detector can generate a Cue Router message and these IP messages are sent to the ARRIS Cue Router which sends them to the XMS Distribution Platform to start playback of the advertisement. Scout reduces capital expenses through interoperability with existing servers and controls operational expenses by proactive system surveillance and problem isolation.



Scout

ConvergeMedia Advertising Solutions

Cue Router

The Cue Router product enables broadband services providers to insert advertising spots into broadcast streams that do not have inherent cue request messages (cues). Cue Router serves the need to have a source of cues and a means to deliver them to needed channels. The Cue Router receives cues from ad servers (sources) that extract them from a network broadcast and forwards them to other ad servers (destinations). This enables broadband service providers to increase revenue by inserting advertising into channels that previously could not support ad insertion.

SCF-1000

The SCF-1000 Video Library Interface is a collection of utilities used to convert Seachange.dvl file to MPEG-2 standard formats for use on any ARRIS distribution platform. The SCF-1000 product runs on a dedicated Spot Conversion PC which is used only for file conversions. The Spot Conversion PC is networked to a SeaChange encoder or archive machine and is defined as a provider in the SkyVision or CMI Management Software. The SCF-1000 can retrieve scheduled spots from SeaChange archives or MVL servers and write newly encoded spots to the NAS server for archive. The SCF-1000 supports multiple owners and allows service providers to utilize existing capital when deploying ARRIS Advertising Distribution and Management products.

ARRIS is a world leader in converged services for cable operators and provides industry-leading solutions that simplify operations, build customer loyalty with innovative offerings, and strengthen partner relationships. With ConvergeMedia's high-availability options, operators can bring carrier-grade reliability to advertising delivery. And ARRIS, with over fifty years of industry experience, brings the long-term perspective to its engineering and product life-cycle support. Solutions from ARRIS include a variety of project services, deployment engineering services, training and support services. ARRIS Professional Services is also available to support or supplement any or all of the client-side aspects of the project. ARRIS provides world-class customer service by supporting operators 24x7x365.

For more information, contact your local sales representative or visit www.arris.com

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