



# ConvergeMedia™: Demand Driven Video and Dynamic Advertising

## **ConvergeMedia is an Innovative Suite of Distribution Platforms and Application Management Services developed to meet the demands of an OnDemand World.**

- Deliver Content to Consumers at any time via Multiple Formats and Devices
- Reduce Capital and Operational Expenses with Unified Platform for VOD and Advertising
- Introduce and increase the value of the targeted advertising and Interactive TV
- Create Personalized TV with new services such as StartOver
- Intelligent heterogeneous content management for managed CDN services
- Maximize and Monetize the value across all screens
- Managing content from Creation to Consumption

Video consumption is growing at explosive rates and innovative, adaptable platforms are required to serve these changing market demands. Video On Demand (VOD) reached 10 billion orders in 2008, by 2012 one third of all content viewed will be On Demand, 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 type 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. These are solutions you expect from a global communications company specializing in data, voice and video



## **ConvergeMedia™ Application Platform: a complete suite of solutions to manage personalized media experiences and deliver advanced advertising revenue across all networks and devices.**

### **OnDemand Management**

- Full Lifecycle content management: Creation to Consumption
- Intelligent media asset management for a managed CDN network
- Heterogeneous and Hierarchical Content
- Lights Out operations and dynamically scalable
- High availability capabilities including clustering and Active Failover
- Intelligent Media Asset Management
  - Allocate content to utilize bandwidth, disk capacity, and address popularity issues

### **Advertising Management**

- Comprehensive & Advanced Linear Advertising Insertion (DPI)
- Dynamic OnDemand Advertising Insertion (AD VOD)
- Interactive TV and Advertising
- Intelligent, revenue based algorithm design
- Traffic & Billing: scheduling, measurement, and verification reporting
- SCTE 130 compliance & EBIF support

## Device Applications

- OnDemand client support for STB and all screens
- Personalized Services: guides, search, navigation & recommendations
- Web-based VOD programming selection for display on the VOD set-top box application

## 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:

- Intelligent content management for managed CDN services
  - Rule-based content distribution throughout the network
- Large storage libraries for heterogeneous content
  - Ideal for centralized and distributed architectures
- 100% COTS based platform to reduce capital expense budgets
  - Optimized cost/performance across 200 to 20,000 streams
- Adaptive Storage Design to Offer Flexibility and Choice
  - SAS, SATA, SSD or RAM up to 192 TB storage
- Personalized TV services like Network PVR (nPVR) and StartOver applications
- Unified Platform: Integrated Advertising & OnDemand services

### ARRIS MDX:

- High streaming capacity at real-time wire rates
  - 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](http://www.arrisi.com).



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