



**MOTOROLA**

A photograph of a family of four (two men, a woman, and a child) sitting on a dark sofa in a modern living room. They are all looking intently at a large television on the right. The man on the left is wearing a red t-shirt and holding a red cup. The woman in the center is wearing a light blue t-shirt and has her arms raised in excitement. The man on the right is wearing a white polo shirt and is also holding a red cup. The child on the far right is wearing a green t-shirt and is holding a video game controller. A bowl of yellow chips sits on a white coffee table in front of them. The room has large windows, a floor lamp, and a colorful abstract painting on the wall.

**2010 Telco TV SHOW GUIDE**

# DATES & LOCATION

date:

**OCTOBER 20 - 22, 2010**

location:

**NEW ORLEANS, LA**

Ernest N. Morial Convention Center  
Booth: #1245 (40'x40'; 1,600 sq ft.)

show hours:

**WEDNESDAY, OCTOBER 20**

2:00 p.m. – 6:00 p.m.

**FRIDAY, OCTOBER 22**

9:00 a.m. – 1:00 p.m.

**THURSDAY, OCTOBER 21**

11:00 a.m. – 5:00 p.m.

motorola booth:

**BOOTH # 1245**

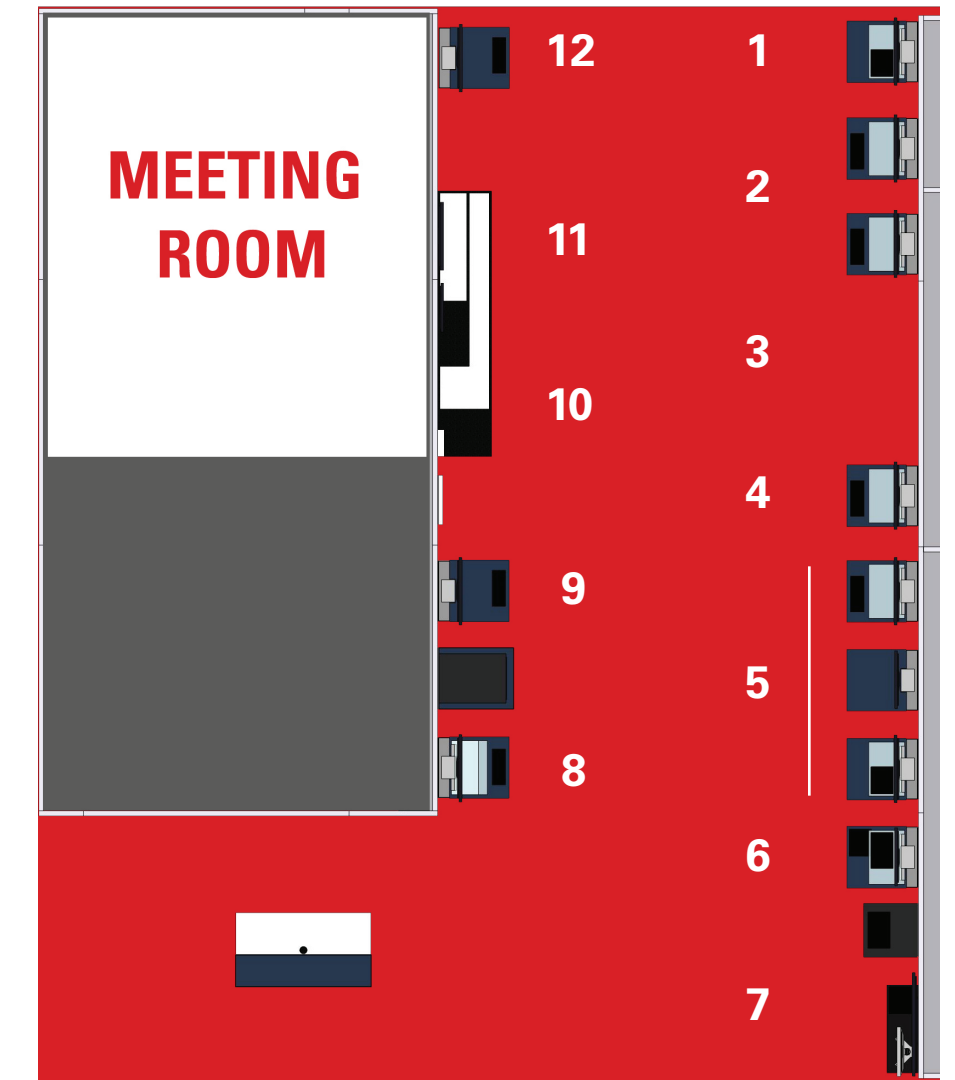
## 2010 HOME & NETWORKS MOBILITY PRODUCTS & SOLUTIONS SHOW GUIDE



### QR CODES

In order to help you access information quickly on the show floor, Motorola has placed quick response or “QR” codes at various booth demonstrations. These QR codes have url links embedded that will direct you to Motorola.com websites for additional information.

In order to insure you can access this information, you need to have the QR barcode reading software or app installed on your Motorola mobile phone or smartphone device. Once you’ve got a scanner installed, point it at a code—like the one below. The Motorola.com webpage will download directly to your device.





# PRODUCTS AND SOLUTIONS SHOWCASE

1

## ENABLING THE INTERNET ERA OF TV: Motorola Media Delivery System

The Motorola Media Delivery System enables media-optimized Content Delivery Networks (CDNs). It has two main elements: distribution and delivery. The M3 Media Servers encompass the delivery portion and work together with the Motorola CDN Manager for distribution of multimedia content and services supporting multi-screen experiences in the Internet Era of TV.

2

## TURBOCHARGE YOUR BROADBAND DELIVERY: Bandwidth Efficiency Solutions

Motorola's cost-effective bandwidth efficiency solutions help service providers meet increasing consumer demand for High Definition (HD) channels, Video On Demand (VOD) and high speed data. Solutions include: all-digital headend, switched digital video, hosted switched digital video, digital simulcast, video bandwidth optimization techniques and MPEG-4 encoding.

- Bandwidth Efficiency Solutions
- Hosted Switched Digital Video

3

## THROUGH THE LOOKING GLASS: Server Environment Showcase Window

A transparent window showcases a micro-level headend environment. The servers on display power the Motorola Medios demonstrations.

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## MONITOR AND MANAGE FOR PERFORMANCE: Service Assurance

Network Performance Monitoring enables service providers to remotely analyze and measure key indicators and bandwidth consumption, and assess the impact of deployed and future applications, in order to optimize quality of service for subscribers. The solution features scalable architecture for use in local, regional and national systems, customizable presentation and data analysis, performance analysis of network elements and multiple element communication paths, and multi-protocol support for technology evolution. Motorola EDGE™ Home Center helps providers manage the high cost of live support calls inherent in the increasingly complex digital home. Providing subscribers with a cloud-based self-help console enables end-users to manage their home network, perform simple troubleshooting and provision value-add services, with consistent UI experience across multiple screens without calling the service provider for customer support.

5

## INTUITIVE MULTI-SCREEN EXPERIENCES: Powered by Motorola Medios

Motorola Medios helps service providers meet the ever-increasing consumer demand for advanced media experiences on multiple screens by giving them tools to:

- Manage and grow their on-demand catalog
- Quickly develop and deploy new media applications and user experiences
- Enable personalized marketing and promotions across multiple screens
- Provide an intelligent recommendation engine based on user preferences and prior transaction history

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## YOU CAN TAKE IT WITH YOU: Mobile Media Experiences

An easy way to add incremental revenue. To extend media experiences beyond the living room, Motorola's DVR Mobility technology allows subscribers to access DVR content on a variety of devices. The solution easily transcodes and protects content into the right format, resolution and bit rate. Motorola's Multi-Room DVR (MR-DVR) solution is highly scalable, utilizing MoCA®-enabled DCX set-tops, varied user interfaces and interactive program guides.

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## TV ENTERS A NEW DIMENSION: Delivering 3D TV into the Home

3D TV is being delivered to the home today over existing networks and infrastructure. Motorola's software enhancements for set-tops perfect the consumer experience by optimizing on-screen graphics and channel change from 2D to 3D.

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## FIBER THAT'S GOOD FOR YOU: Unified Business Services

Comprehensive access solutions; EPON, Ethernet, DOCSIS Motorola provides cable operators the solutions to deploy competitive business services offerings for small, medium and large enterprises. Motorola's unified business services portfolio combines DOCSIS 3.0, Peer-to-Peer Ethernet and Ethernet PON solutions managed seamlessly using DOCSIS Provisioning over Ethernet (DPoE).

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## EXPAND YOUR IMPACT: Extending HFC Reach and Return Path Capacity

By deploying fiber deeper into the access network, cable operators can cost effectively add additional capacity to compete with alternative service providers. Whether extending the reach of the existing fiber network, increasing bandwidth in the return path, or driving nodes closer to the home, Motorola continues to optimize HFC networks in support of service growth and economic requirements.

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## ANSWERING THE CALL: Cable WiFi Solutions

Motorola's Cable WiFi solution enables seamless wireless connectivity, using existing cable infrastructures to cost-effectively expand services and market reach. Motorola Cable WiFi is an integrated, end-to-end system that securely and dynamically provisions subscriber access and value-added services across the WiFi network.

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## MORE CAPACITY NOW: Industry's Highest-Density CMTS

With the Motorola BSR 64000 I-CMTS and the RX48 Decouple Upstream Module, customers have the unique ability to deliver 50% greater upstream capacity per module over its competitors – while reducing overall port costs by greater than 70%.



# PRODUCTS AND SOLUTIONS SHOWCASE

## 12 ENHANCING THE GATEWAY: DOCSIS® 3.0 CPE

Utilizing the power of DOCSIS® 3.0, Motorola's modems and gateways enable the delivery of increased bandwidth, enhanced security and cost-effective data services to the most bandwidth-demanding subscribers. Channel bonding capabilities of up to 8 downstream and 4 upstream channels allow operators to offer subscriber data rates well over 300 Mbps downstream and over 100 Mbps upstream.

## 13 EXPAND YOUR REACH: Unified Business Services

Motorola's unified business services demonstration combines DOCSIS® 3.0, Peer-to-Peer Ethernet, WiFi, and Ethernet PON solutions managed seamlessly using DOCSIS® Provisioning over Ethernet. Combined, these solutions enable cable operators to offer services to business customers ranging from SOHOs to SMBs to large enterprises.

## 14 PLAY IT SAFE: Managed Back-up Services Solution

Motorola's Automated Backup Service (MABS) provides a managed approach to automatically backup DAC 6000 and CASMR servers to an Intranet and, optionally, an Internet location. This expedient and reliable service offering replaces the dependency on tapes, which must be physically changed daily and transported to an off-site location for storage. The Automated Backup Service also provides a backup solution for CASMR servers, which do not have tape backup capabilities.

## 15 KNOWLEDGE IS POWER: Motorola CustomerCare Portal

The CustomerCare portal will demonstrate a customer's ability to login to MOL and navigate to CustomerCare. A customer can use the portal to search knowledge articles and find immediate solutions for self-efficacy of issues and to track the progress of cases generated either from the case creation portal on the web-site or from the call center. The portal provides customers the ability to quickly find updates and solutions to their product support needs.

# SPEAKING ENGAGEMENTS:



## WEDNESDAY OCT. 20TH

### ENGINEERING SESSION: Keeping Pace with the Digital Consumer *A New Era Emerges: Now It's Getting Personal*

Dr. Robert L. Howald, CTO Office  
9:00 a.m. -10:30 a.m.  
Morial Convention Center / La Louisiane Ballroom

## THURSDAY OCTOBER 21ST

### TAKING DOCSIS 3.0 BACK TO THE FUTURE: Optimizing Whole-Home Networking and Migrating to Higher-Speed Upstream *Rewrite the Book of Return—A New 10-Year Plan*

Dean Stoneback, Senior Manager, Systems Engineering.  
8:00 a.m.- 9:15 a.m.  
Morial Convention Center / Room 252

### MEASURING, MONITORING AND MANAGING: Getting the Most Out of the HSD Network *Boundaries of Consumption for the Infinite Content World*

Dr. Robert L. Howald, CTO Office  
11:00 a.m. -12:15 p.m.  
Morial Convention Center / Room 252

[Learn more at motorola.com/scte](http://motorola.com/scte)

