



ConvergeMedia™ Management Suite

On Demand Management



- Video Back-Office Management Platform
- 3-screen Video Delivery platform
- Heterogeneous content management supports regionalized programming and hierarchical storage
- Intelligent On Demand analysis tools that minimize operational complexity and expense
- Open standards-based system provides optimal interoperability
- Supports Managed CDN Delivery
- Supports IP Video Delivery
- Designed to scale as services grow
- Stream to heterogeneous networks (for instance, both Cisco and Motorola) from one back office
- Features 24 x 7 support services

The ConvergeMedia™ Management Suite has been designed to both provide an open platform for deploying VOD and enable next generation On Demand services. The software suite allows service providers to flexibly manage all types of On Demand content – Free, Subscription, Transactional, HD VOD, and time shifted. The solution integrates all facets of an On Demand deployment: VOD servers, billing systems, network architectures and other components. ConvergeMedia gives operators the simplicity of one platform and the choice to select the best third party component solutions.

Video On Demand usage is rapidly increasing as viewers seek to enjoy content when and where they want it - across multiple devices such as their set top box, personal computer and mobile devices. Enabling service providers to take advantage of these changing markets and increase growth are two key goals of the ConvergeMedia Management Suite. The Management Suite has been designed to address this dynamic landscape by supporting the scale required for multiple devices and formats.

Superior On Demand Management

- Designed to deliver performance for IP video to multiple devices and formats
- System scaling to support the largest and smallest On Demand deployments
- Advanced VOD services, including dynamic VOD advertising and Timeshifted TV
- Support for personalizing a viewer's VOD experience
- Ability to fine-tune operations with advanced management tools
- Interactive VOD Dashboard and real-time notifications to identify and correct problems before they impact revenue
- Active failover option for back office components increases service uptime and customer satisfaction
- Seamless deployment in multi-vendor environments
- Flexible architecture to support multiple deployment configurations, including streaming to both Motorola and Cisco set-top in the same deployment

ConvergeMedia Management Suite: On Demand Management

Advanced On Demand Service Offerings

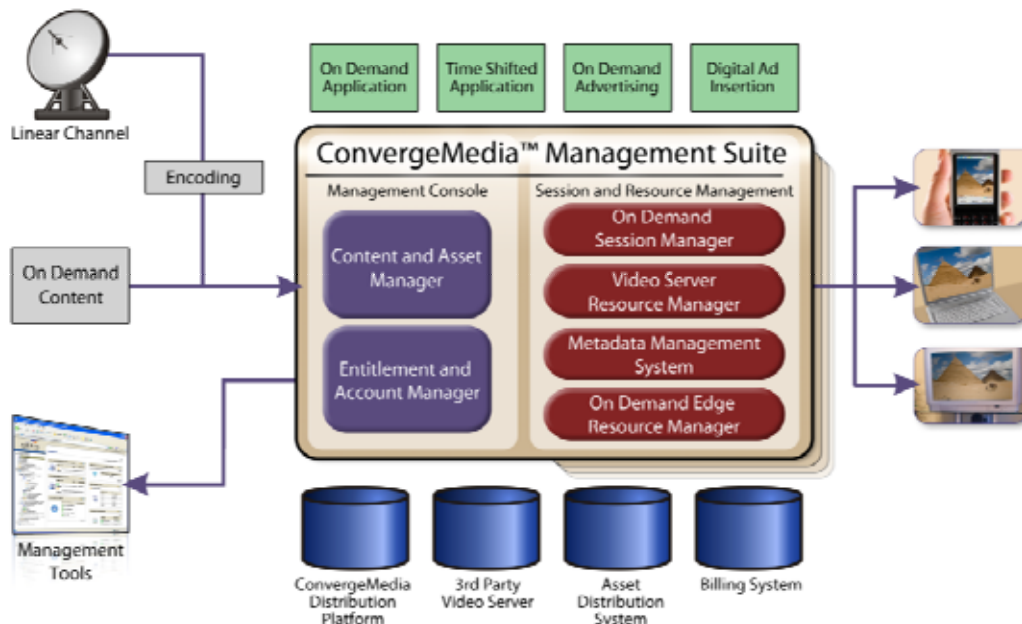
Service providers can optimize network usage and maximize video streaming resources by taking advantage of the ConvergeMedia™ Management Suite hierarchical content feature. Using advanced redistribution algorithms, the solution places content on video servers based upon popularity and resources, ensuring optimal use of bandwidth and streaming capacity.

- Maximizes system resources and capabilities
- Preserves existing capital and increases capacity by enabling next generation VOD servers alongside currently deployed servers

The Power of Simplicity

With ConvergeMedia™ Management Suite, service providers have real time control and visibility to manage every aspect of VOD - sessions, subscribers, content, and business rules – all from a single, integrated platform. The ConvergeMedia Management Suite allows service providers to manage VOD at enterprise, regional, and local levels in real time while reducing manual intervention, simplifying operations, and minimizing costs. From the smallest to the largest deployments, ARRIS has the experience and knowledge to furnish a complete system that best suits the specific needs of each service providers environment.

- Achieve maximum revenue and performance from each market
- Reduce operational complexity by managing one converged system
- With optional active failover, maximize revenue, customer satisfaction, and system up-time
- Obtain the pre-integrated solution with full, around the clock product support 7 x 24 x 365



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

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