Videoscape for Cable
Service Acceleration and Architecture Convergence

Horváth Róbert

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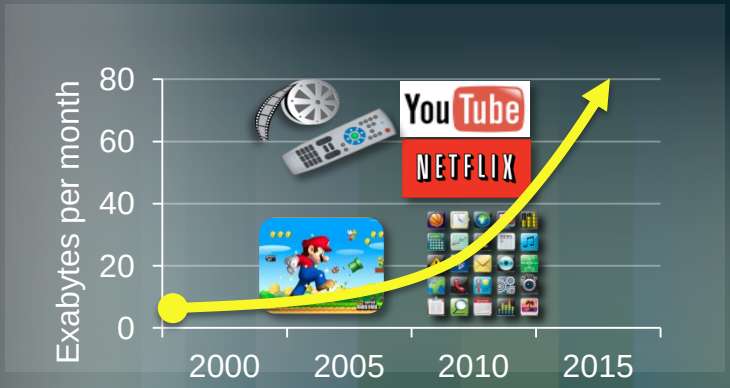
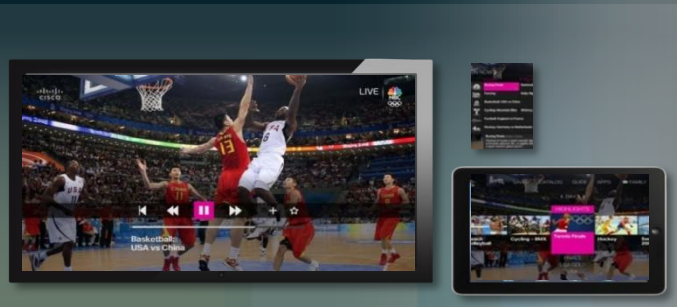
Consumer Needs Driving New Services



High Bandwidth for Next-gen Services



Social TV

A Multi-screen Video Experience

Managed and Unmanaged Devices

Support an Increasing Variety of Services and Common Experiences – At Any Time, Anywhere and on Any Device

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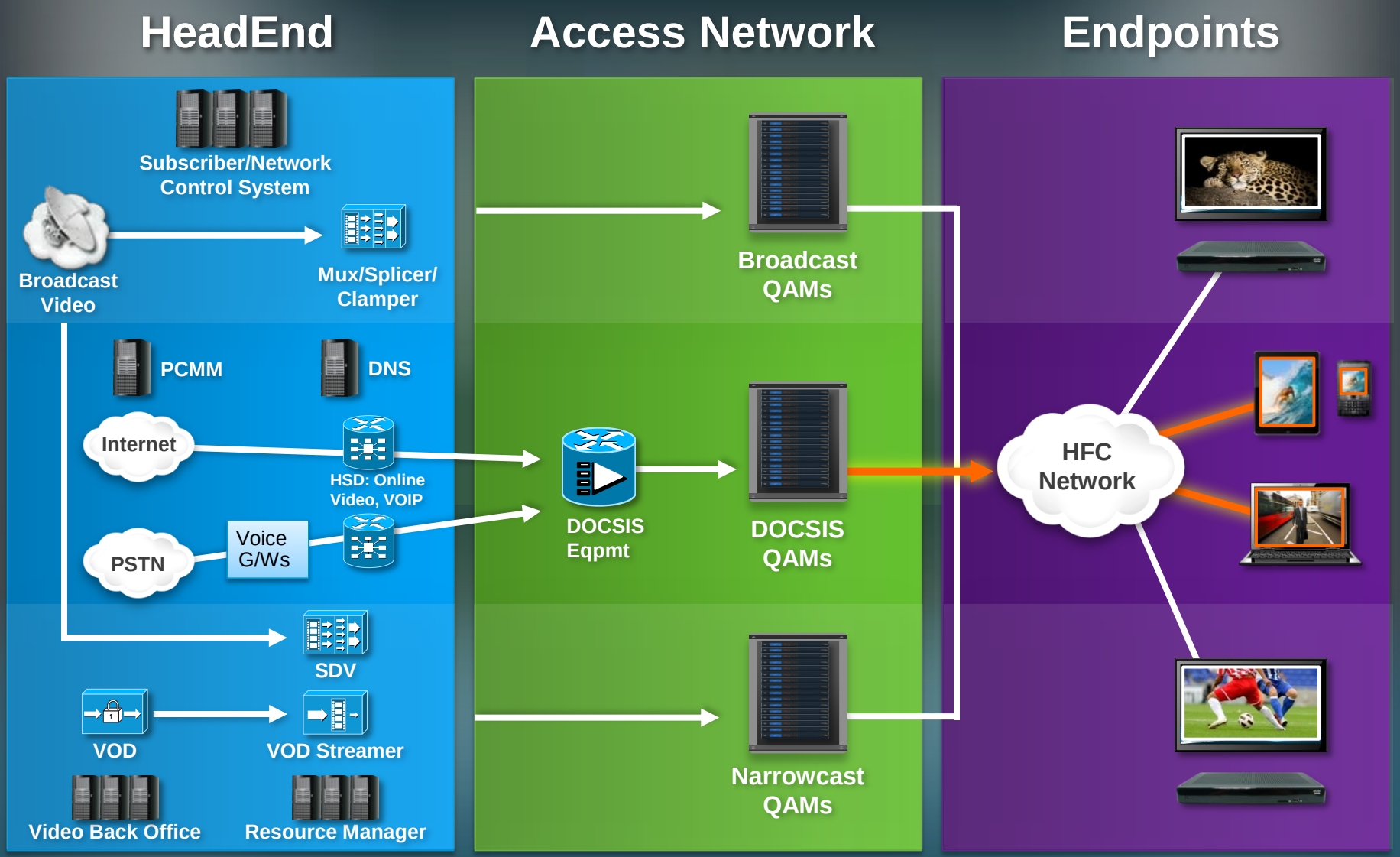
Cable Networks



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Cable's Challenges

HeadEnd

Challenges

Service Silos

- Inefficient use of spectrum
- Insufficient IP bandwidth
- Costly migration

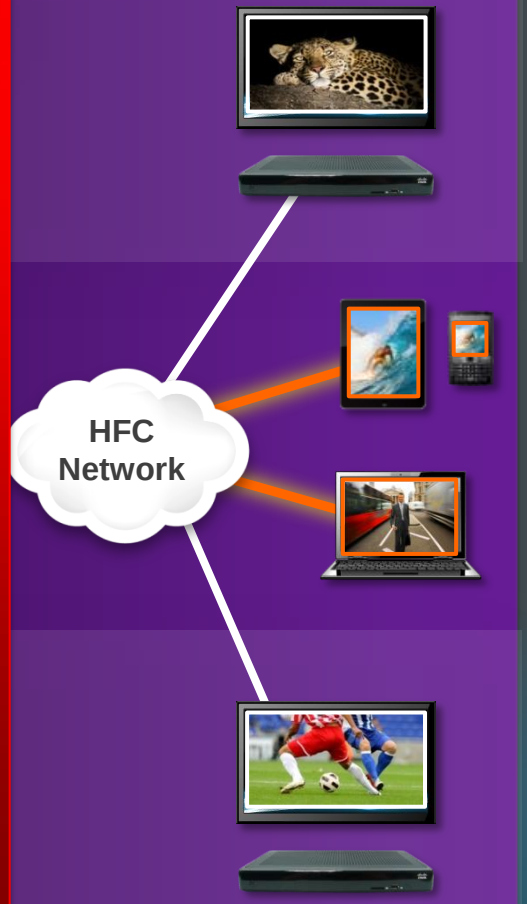
Access Network

Challenges

Fractured Worlds

- Managed QAM STBs
- Unmanaged PCs & tablets
- Truck rolls to install and provision
- "Internet of Things"

Endpoints



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Videoscape For Cable
A Plan For Cable's Evolution

Exciting New Services Delivered at a Rapid Beat

- Internet speed and agility
- Integration expertise with Cisco Advanced Services

On an Open and Extensible Platform

- Virtualized and software-centric
- Cloud-scale, rapidly deployable

Transforming Installed Systems

- Evolution not revolution – no "fork lift" upgrade
- Progressive solution of each infrastructure problem

Minimizing CAPEX and OPEX

- Converging QAM and IP domains
- A joined-up architecture – no stranded services

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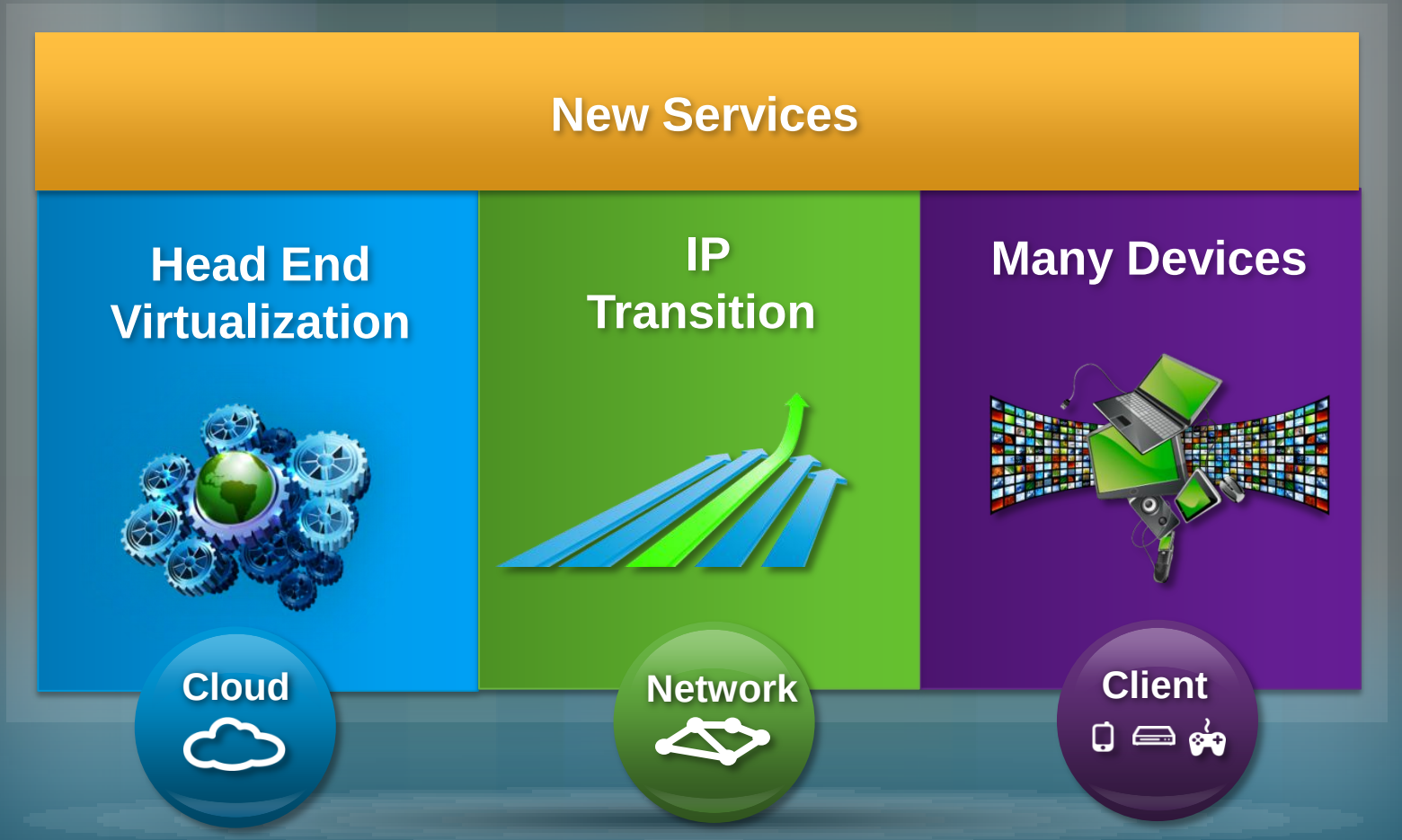
Accelerating Service Delivery
Key Network Transitions



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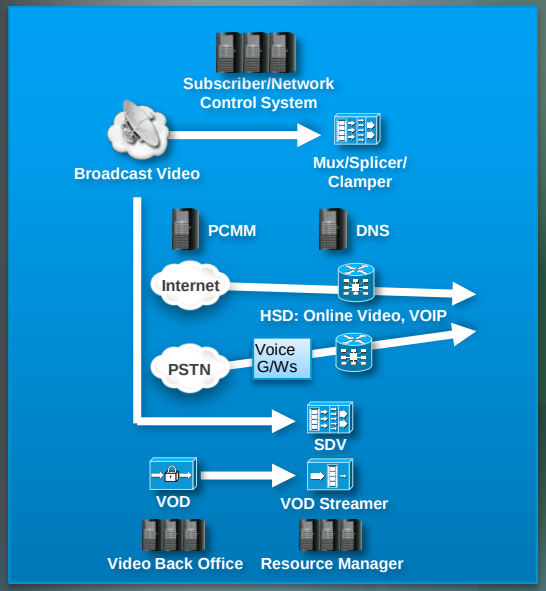
Virtualizing The Head End

Modern Software Architectures Enable Disruptive Advances in Service Agility, Reliability and Cost

Head Ends Today



Architecture Enablers

- Virtualized apps
- UCS Platforms
- Data Center architecture
- Software agility
- Regionalization

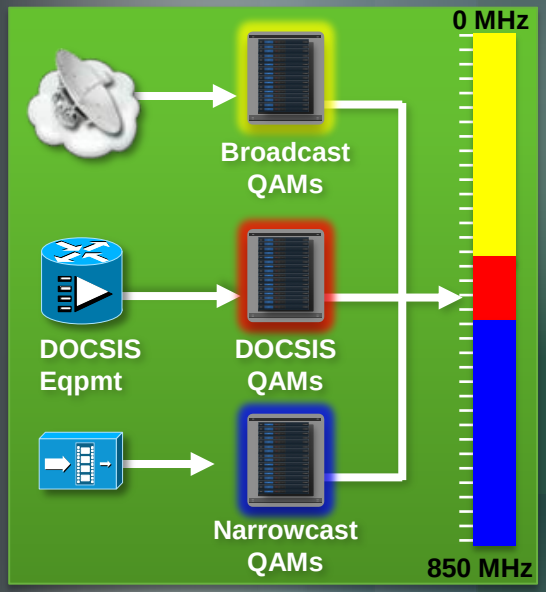
Virtualized Head End

- DNCS, USRM & Videoscape converging on cloud
  - Improved operations, cost & reliability
  - Integrating QAM & IP

The Migration to IP

Evolving Today's Access Network for Converged Services

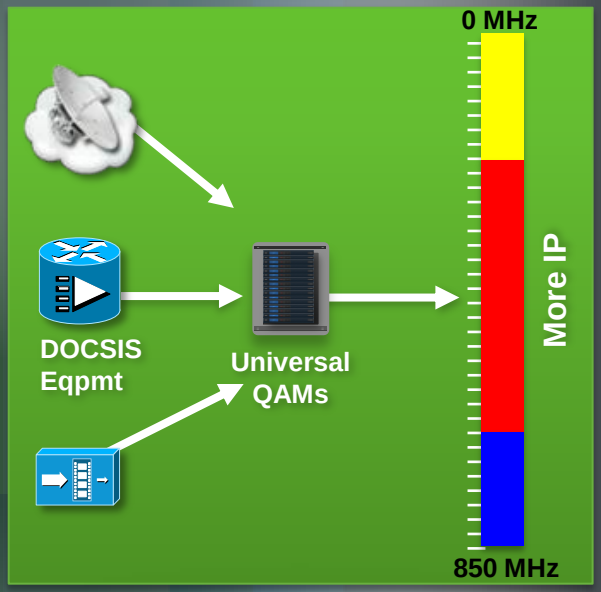
Access Network 2011



Architecture Enablers

- Bandwidth reclamation
- UBR10k CMTS with 3G60
- RFGW10 with DS384
- Universal QAM software

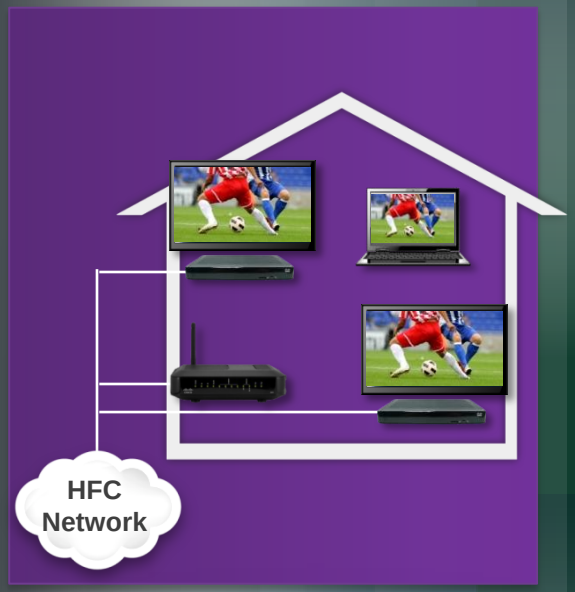
Converged Access Network



- Cisco is evolving access network, without forklift
- Doubling IP bandwidth every year, reclaiming analog spectrum
- Delivering universal QAMs supporting full spectrum per line card
- Reducing CapEx and OpEx of transition toward converged-IP network

Supporting A Multitude of Devices

Homes Today



Architecture Enablers

- Multiscreen gateway
- IP STBs
- Unmanaged clients
- Videoscape software

Converged Video Nets.

- Cisco is working with Cable to evolve the Home
- Gateways + distributed STBs + unmanaged clients
- Videoscape & Videoscape Conductor integrate the experience

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Videoscape Leadership

Cisco

#1 Market Leadership in:

- IP video infrastructure
- IP Set-top Box
- IP video core
- CMTS

Unmatched scale across video expertise, technologies and integration capabilities

NDS

#1 Market Leadership in:

- Content Security
- Set-top Box software
- Digital Video Recording

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Snowflake

Next generation user interface and UI design services.

- Consistent, branded look and feel across all devices
- Brand experience
- Simple to use
- Consistent navigation paradigm
- Different look and feel

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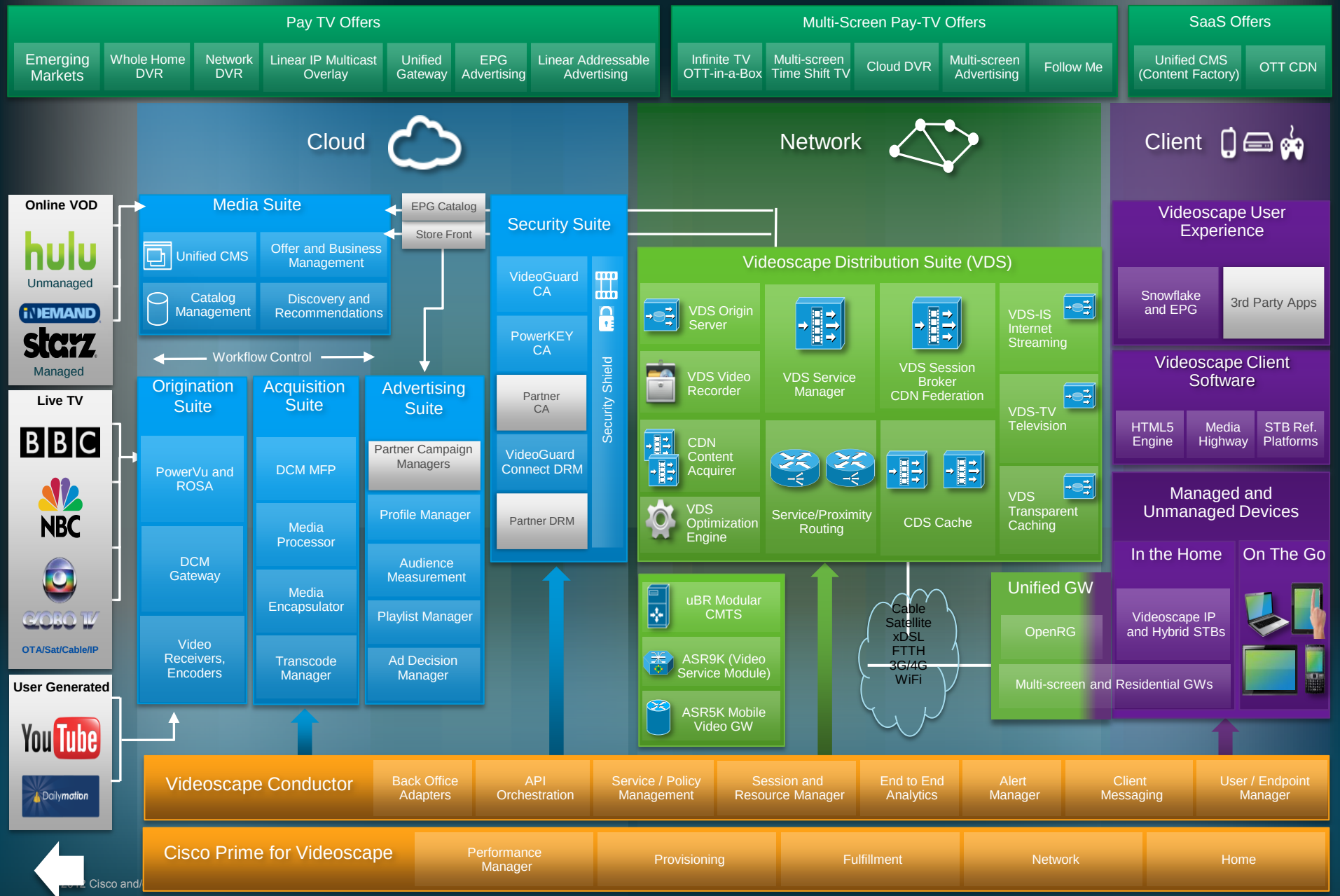
Videoscape Target Architecture



Summary: Videoscape For Cable

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Thank you.