

## **CableLabs® Winter Conference 2011 Innovation Showcase Companies**

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**Alcatel-Lucent**

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**Service Provider CDNs: Alcatel-Lucent's Velocix Digital Media Delivery Platform**

Alcatel-Lucent will demonstrate the Velocix Digital Media Delivery platform to show how it can be used by cable operators to leverage existing head-end assets and provide a simple and cost-effective solution for secure, reliable delivery of subscription video services to a wide range of consumer IP devices such as smart phones, tablets, PCs, and Internet enabled televisions or STBs.

Deployed as a service provider CDN, the Velocix Digital Media Delivery platform forms the nucleus of a converged "next-generation" video delivery system that opens the door to a new era of online and on-net video and rich-media services. Called "on-net CDNs" to distinguish them from traditional 3rd party CDNs where content is sourced "off-net," a service provider CDN allows publishing directly to the cable operator network for both in-house and external catalogues, enabling cable operators to control content storage, management, and transport costs, while protecting and preserving the content quality during its entire delivery.

The Alcatel-Lucent Innovation Showcase demonstration will show how user-authenticated HTTP live streaming can be used in conjunction with a Velocix-powered service provider CDN to deliver high quality subscription video content directly to an authorized iPad within a cable subscriber's home, and block that content from being consumed on unauthorized devices. We will also demonstrate how the same service provider CDN can be used to reliably and securely deliver this content to a tru2way® STB.

**Alcatel-Lucent**  
**2301 Sugar Bush Road, Raleigh, NC 27612**  
[www.alcatel-lucent.com/mso](http://www.alcatel-lucent.com/mso)

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**BigBand Networks**

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BigBand will be demonstrating a unique hybrid approach to adaptive streaming to help cable operators broaden and monetize their broadcast TV and on-demand services to IP-connected devices, such as iPads, PCs, and gaming consoles, that are located in the subscriber's home. The solution efficiently manages and leverages the existing video delivery network, improves bandwidth utilization, and equalizes video quality across all services by leveraging a technique called "quality-based bandwidth allocation."

A significant portion of the network traffic to reach subscriber's unmanaged IP-connected devices is expected to be in the form of standard adaptive streaming over HTTP. However, this method does not allow efficient utilization of the resources of the video delivery network since a standard adaptive streaming session has no visibility to the other sessions sharing the same bandwidth. Alternatively, managing all video services together and adopting a novel hybrid view for adaptive streaming would incorporate video oriented aspects of session management and dynamic network resources allocation. This allows cable operators to monetize both their legacy video traffic as well as the traffic being consumed by these IP-connected devices with new IP targeted services.

Managing HTTP adaptive streaming traffic results in significantly better results for bandwidth utilization and video quality as compared to other IP-video transport alternatives. The demonstration will feature how managed adaptive streaming outperforms standard adaptive streaming with regard to bandwidth utilization and video quality for various IP consumer electronic devices.

**BigBand Networks**  
**475 Broadway, Redwood City, CA 94063**  
[www.bigbandnet.com](http://www.bigbandnet.com)

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**Cisco**

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**Exploring the Boundaries of DOCSIS® Based Very High Speed Data Delivery**

Cisco will be demonstrating its newly upgraded DOCSIS® 3.0 CMTS platform, driving 48 bonded channels downstream, combined with upstream bonding and higher data throughput, and utilizing 16x4 channel cable modems.

The whole experience is being presented to clearly illustrate, with working technology, the ability of cable operators' broadly deployed DOCSIS specifications – as portrayed by Cisco's current platform – to scale to address both consumer and competitive demands for the foreseeable future. The demonstration will capture approximately 2 Gbps in the forward direction and 325 Mbps in the reverse.

As cable operators face the need to offer ever faster high-speed data services, and to incorporate video over DOCSIS capabilities, the ability of their installed network to scale efficiently becomes dominant. This demo validates the long term viability of DOCSIS to deliver the expanding range of services cable operators will offer for the future.

**Cisco**  
**170 West Tasman Drive, San Jose, CA 95134**  
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**Gracenote**

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Consumers face a seemingly endless array of choices for movies and TV shows on their connected TVs and set-top boxes (STBs). And searching for content can be overwhelming for the average viewer. Gracenote simplifies and personalizes this experience, transforming TVs and STBs into gateways to intelligently explore digital media, as well as to drive revenue opportunities for content distributors.

Gracenote Video Explore taps into a global database of movie and TV metadata featuring movie cover art, cast and credits, filmographies and other information. Video Explore filters and sorts this data to improve how viewers search for content, letting them easily discover and connect with interesting information about their favorite actors and TV shows, as well as related programs.

For example, if a viewer is watching a movie and is interested in learning more about a specific actor in the cast, Video Explore can connect them to a list of cast members, followed by the actor's biography. They can then dive deeper to find related movies or programs starring the actor, and link to VOD services to purchase that content.

The Gracenote Video Explore experience can also extend to multi-screen devices, such as smart phones and tablets, bringing a more personal Connected TV experience to viewers, where they can explore and discover content without disrupting the primary TV screen. Gracenote Video Explore is currently featured in TVs and Blu-ray players from Sony and LG.

**Gracenote**  
**2000 Powell Street, Suite 1500, Emeryville, CA 94608**  
[www.gracenote.com](http://www.gracenote.com)

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**Motorola**

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As the complexity of the digital home continues to increase, operators need a solution to ensure the subscriber's quality of service while avoiding expensive support calls. EDGE Home Center is a cloud-based self-service console that empowers consumers to manage their own home network and devices, such as PCs, STBs, IP camera and more. Unlike traditional PC-based self-help tools, Motorola's Home Center's cloud-based self-service console provides a consistent user experience across multiple screens that are accessible from remote locations or at home.

Home Center can interface with existing service provider billing and support systems for easy updates and auto-provisioning of new services. Designed with a modular framework for each service or function, Home Center enables service providers to easily introduce and provision new services, including value-add 3rd party applications for enhanced user experience or new revenue generation.

In cases where the subscriber initiates support calls after using Home Center for initial self-help, the built-in automated session-logging enables help desk agents to see what troubleshooting steps the subscriber has already taken, helping to reduce the length of the call.

**Motorola**  
**900 Chelmsford Street, Lowell, MA 01851**  
**[www.motorola.com/ultrabroadbandsolutions](http://www.motorola.com/ultrabroadbandsolutions)**

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**RGB Networks**

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**Next-Generation Video Processing for Anytime, Anywhere Delivery**

RGB Networks will be demonstrating two new technologies which are critical to an operator's business moving forward. The first of these is a distributed adaptive streaming packager, based on RGB's new TransAct Packager software and Application Media Server (AMS) platform. It is designed with the cable operator network architecture in mind. This unique offering works in conjunction with RGB's Video Multiprocessing Gateway (VMG). It allows operators to transcode once, then package in multiple different adaptive protocols for various receiving devices. This distributed approach reduces cost and saves core network bandwidth.

The second demonstration is the initial step toward an access shelf platform envisioned by the M-CMAP specifications currently under development. The demonstration will consist of the downstream portion of the access shelf providing a full spectrum QAM modulation and up-conversion technique on a single physical RF port. This technology will result in significant operational savings for operators as they continue to grow their narrowcast footprint since they will no longer need to rewire when adding channels.

**RGB Networks**  
**390 West Java Drive, Sunnyvale, CA 94089**  
**[www.rgbnetworks.com](http://www.rgbnetworks.com)**

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**RightScale**

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RightScale is a leader in cloud computing management. Key RightScale benefits include:

- Cloud-Ready ServerTemplates – get up and running on the cloud fast.
- Managing Systems, Not Servers – manage groups of servers architected to work together
- Automation and Orchestration – from auto-scaling to remediation to automatic configuration, achieve a new level of ease in system administration of production deployments.

The RightScale Cloud Management Platform is delivered as "software as a service" (SaaS) and is available in a range of editions. To date, thousands of deployments and over two million servers have been launched on the RightScale platform for leading organizations such as PBS, Harvard University, Zynga and Sling Media.

**RightScale**  
**136 West Canon Perdido Street, Santa Barbara, CA 93101**  
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**Sandvine**

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Sandvine's solutions support service provider network management practices by enhancing the subscribers' Internet experience, by measuring network conditions, triggering evaluation of business rules and enforcing the associated policy actions. Sandvine's usage management product exemplifies the diverse service creation opportunities offered by network policy control. The ability to offer service tiers across access networks is key to cable operators as they extend their existing hybrid fiber coaxial (HFC) networks with wireless access networks, whether 3G or Wi-Fi.

By leveraging the common point of intelligence in the converged network, the Sandvine policy control system, it is possible for cable operators to implement and to manage a consistent set of service tiers that take device awareness and application usage into consideration. Users who subscribe to both cable and wireless services can derive the benefits of shared quota, and consolidated advice-of-usage. For example, an "off-loader" service option can be offered to a dual cable-wireless subscriber, so that home-based iPad usage via the Wi-Fi-enabled cable connection is not counted towards the cable subscription quota. It's a win-win scenario, as the wireless network is relieved from carrying the traffic, and the subscriber enjoys usage of a preferred mobile device within the home. In addition, a "favorite application" service option can attract broadband adoption through price certainty for unlimited use of a chosen application.

The usage management solution combines the accurate, application-aware, device-aware, traffic identification of the policy traffic switch with the policy decision capabilities of the service delivery engine. It seamlessly integrates within service provider networks, based on PacketCable™ Multimedia and 3GPP policy and charging control specifications.

**Sandvine**  
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**Spot411**

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TVplus has developed groundbreaking technology that allows content creators, TV networks and cable companies to provide rich social and Interactive TV solutions to consumers who frequently use a second-screen device while watching television. The TVplus technology solution uses audio-recognition technology to allow any Internet-enabled device with a microphone to automatically identify a television program or movie that is currently on TV. The product allows identification to within one second of the exact location of a program allowing for deeply contextual and relevant social and interactive content.

TVplus offers content creators a rich set of tools to create content once and then render that content across a range of devices including pc/macs, mobile devices, tablets and TV's. TVplus also provides a rich monetization system since it can automatically recognize TV commercials and provide contextual, deep engagement direct response ads on the second screen. TVplus creates value all along the content chain in a way that will fundamentally improve the economics of the TV industry.

**Spot411**  
***www.spot411.com***

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**Technicolor**

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MediaNavi is a cloud-based content platform that enables consumers to easily locate, view and share any kind of media from any source within their digital home network. It is a consumer-focused solution that makes navigating the universe of content simple, seamless, social, and stimulating. MediaNavi enhances the user content navigation experience in several ways. It offers a personalized experience with smart recommendations based on each customer's viewing preferences. Additionally, it enhances search functions across multiple content sources. And it also provides a content-oriented social media environment where users can connect with their favorite online communities, get content recommendations and share suggestions.

**Technicolor**  
**101 West 103rd Street, Carmel, IN 46290**  
***www.technicolor.com***

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**VideoSurf**

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VideoSurf is a leading video search company that connects users to the videos they want to watch, wherever they want to watch them. VideoSurf's technology is able to "see" inside videos and conduct a deep visual analysis of the content in order to gather information unavailable to other video sites and search engines, which are blind to visual content. The information extracted as a result of this unique vision technology powers a new approach to video search. VideoSurf attracts more than 22M unique monthly visitors to its video search engine and is powering search on sites such as WB, TV.com, MySpace and others.

VideoSurf has recently announced its new visual search app for mobile, which in partnership with Verizon will come pre-loaded on Verizon's 4G devices. Users of VideoSurf's mobile app can now initiate their search query by capturing a few seconds of what's on TV, which VideoSurf will then automatically identify and provide additional content about including information about who appears on screen, other suggested videos, easy sharing, and more.

VideoSurf's technology can power search, recommendation, discovery and an information guide for users on desktop and Internet TV devices connecting them to both Web and TV content.

**VideoSurf**  
**400 South El Camino Real, Suite 500, San Mateo, CA 94402**  
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