

RetroVue®

Personal Television via Cable Networks

All-digital, Time-independent, Cost-effective, Scalable

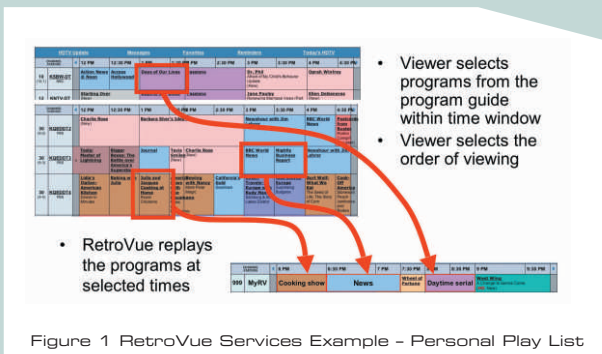
Increased competition from satellite and DSL providers is forcing cable operators to defend their traditional TV subscriber base. New services are needed to retain customers and new revenue sources are needed to increase profitability. With two-way digital cable networks, service providers can now offer their subscribers the choice of what they want to see, when, where, and how. GoBackTV's RetroVue system enables this and many new services.

The RetroVue System

RetroVue consists of a number of products (see Figure 2) that enable a cost-effective transition to all-digital cable, switched broadcast, IP video and stream-based personal TV; using open standards such as IP and Gigabit Ethernet.

Here are examples of the services that a cable operator can offer using the RetroVue system:

- Video on Demand
- Personal Channel Bundles (a la carte pricing)
- Startover, Lookback, Restart, Skip Back, Pause, etc. (time shifting)
- Network-based archiving, network PVR (nPVR)
- Personal Play Lists (see Figure 1)
- Advanced advertising



Benefits for the service provider

- RetroVue enables cost-effective migration to all-digital services. As the services are network-based, the costs for the digital set-top box can be a fraction of today's STB with built-in PVR.
- Versatile, high RF-quality edge QAM enables ramping up digital services with minimum impact to existing channels and subscribers.
- Integrated MPEG2 multiplexer enables smooth transition to switched broadcast, IP video and personal TV.
- Freedom of choice in television viewing means increased subscriber loyalty and reduced "churn".
- By offering a new TV experience, new revenue streams are created from new services.

Benefits for content providers and advertisers

- The programmers and content providers can maximize the viewing of their programming, no matter at what time of the day. By allowing the subscriber to watch the channel at any time in a given time frame, more people will view the program and associated advertising.
- Advertisers get rapid feedback on the number of people who have seen their ads and when – which is a great value for further optimization of placement and increased ad effectiveness.

Benefits for TV viewers

- Watch what you want, when you want, how you want.
- Unprecedented number of channels and programming to choose from.
- Freedom of choice in seeing advertising.

goBackTV

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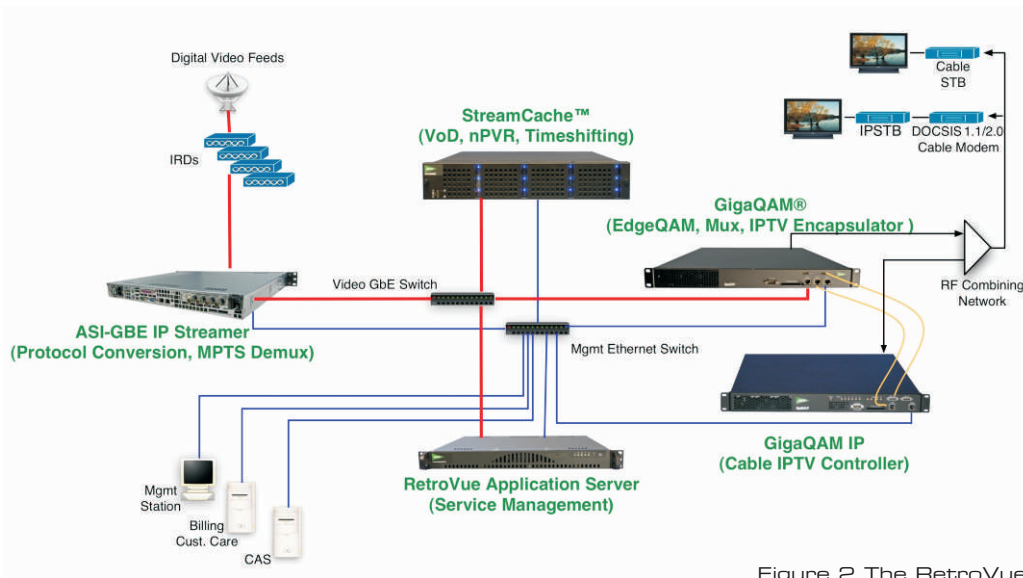


Figure 2 The RetroVue System



StreamCache™

- High ingestion, high throughput, high capacity, real-time video cache.
- Fast channel changes.
- Low cost of entry with unlimited scaling and redundancy.
- One platform for many advanced digital TV services.



Application Server

- Provides set-top applications including personal TV portal.
- Flexible rules engine for service deployment.
- Fine-grain data collection and export.
- Open platform for integration with 3rd party products.



GigaQAM®

- High density, highly flexible edge QAM with DOCSIS-quality RF, built-in MPEG2 multiplexer, and stream-based security.
- Place digital channels next to or in-between existing analog services.
- Preserve and extend CMTS investment for IP video.
- Smoothly and cost-effectively migrate to HD, IP video and advanced personal TV services.



GigaQAM IP

- Enables cost effective IP television over cable.
- Supports up to 192 QAM channels on 8 attached GigaQAM 3000's.
- Works with DOCSIS 1.1 and 2.0 cable modems now, DOCSIS 3.0 wideband in the future.
- Works with off-the-shelf IP set-top boxes.



ASI-to-GBE Gateway

- Convert legacy ASI video sources to Gigabit Ethernet.
- 4-ports ASI input, 1 port GBE output in 1RU

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