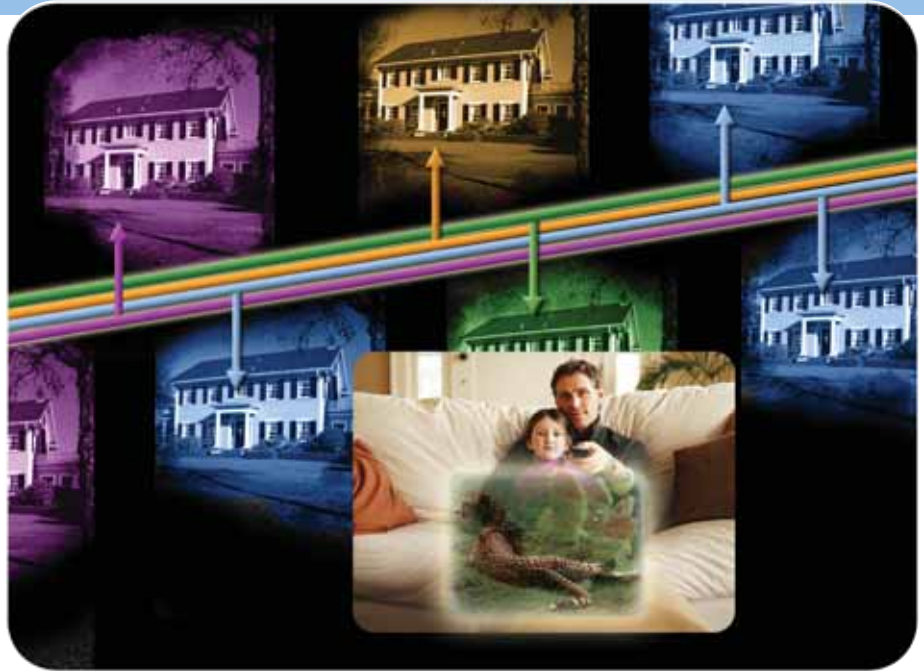


SDV

Switched Digital Video Platform



- **QAM sharing with VOD and SDV**
- **Highly reliable system with failover and data protection**
- **Open and interoperable solution**
- **Broadcast and switched video data capture**
- **Optimizes bandwidth utilization**

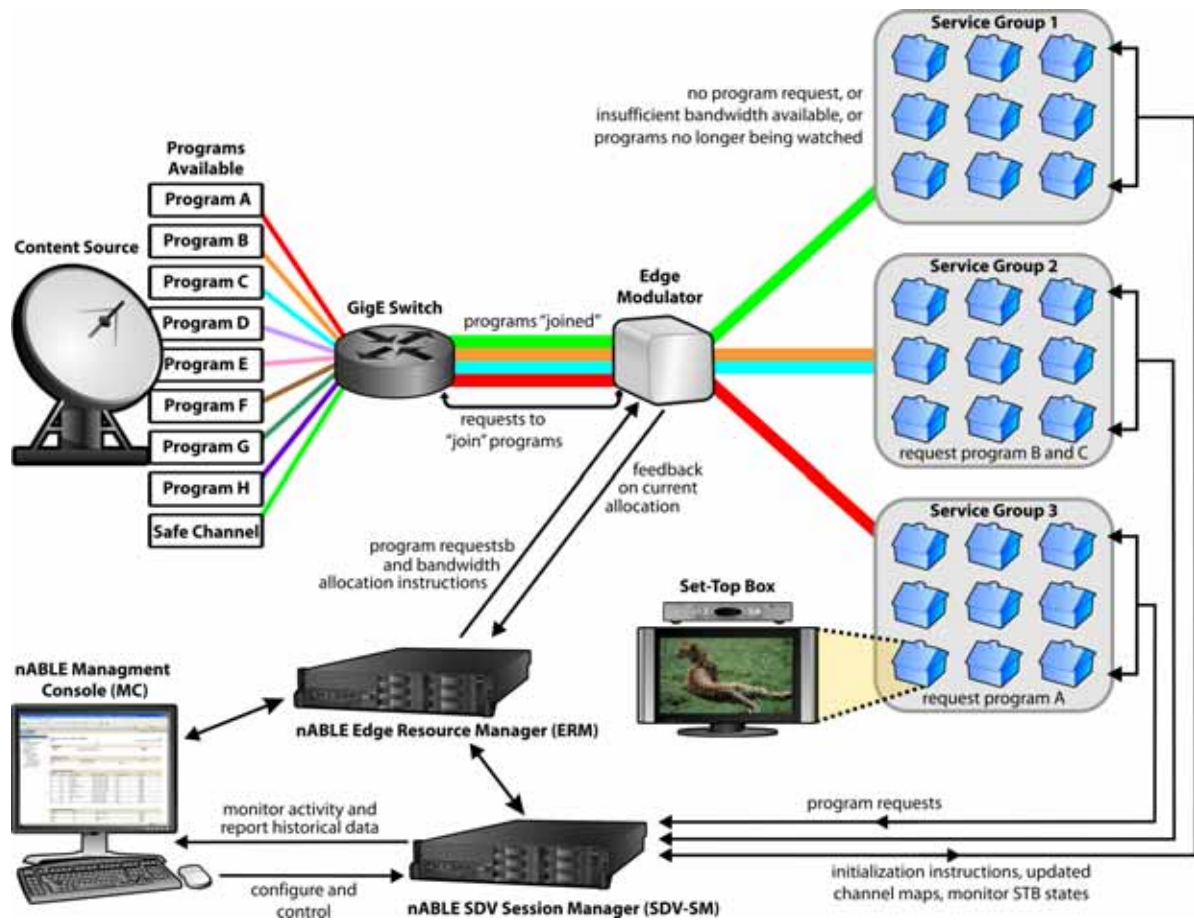
The C-COR Switched Digital Video (SDV) Platform is a standards-based, software-centric approach that helps broadband service providers leverage existing bandwidth while continuing to capitalize on targeted advertising revenue streams. C-COR initially authored many of the industry-standard specifications that are adopted today, and we have focused the last two years not only on core product development, but also on third-party and MSO system integration and testing with industry-standard middleware, interactive program guides (IPGs), and edgeQAM vendors.

The control center of the C-COR SDV Platform is the integrated, yet fully modular nABLE™ Global Session and Resource Manager, including the SDV Session Manager and the Edge Resource Manager. The nABLE Management Console is the graphical user interface, enabling broadband service providers to configure SDV systems, view real-time network status, generate historical reports, assist in system diagnosis, and analyze demographic-specific viewing patterns in order to make programming decisions and provide targeted advertising.

The C-COR SDV Platform leverages our unified video management and delivery platform, and has been extended with our full suite of advertising, subscriber management, reporting, service assurance, and mobile workforce management capabilities. Our Professional Services Group also capitalizes on our years of expertise in designing highly customized, integrated VOD platforms to offer you personalized SDV configuration, deployment, and support. We do what it takes to ensure that your SDV implementation is successful.

Contact your C-COR sales professional to find out how we can help you expand your network capacity and advertising possibilities through SDV.

C-COR SDV Platform



The C-COR SDV Difference

- Non-proprietary and standards-based interfaces integrate with multiple third-party SDV vendors
- Leverages 7+ years of C-COR VOD, advertising, and session management expertise
- Now deployed in field trials with MSOs
- Uses unified management platform for advertising-supported SDV, VOD, and time-shifted TV services
- Extensive out-of-band traffic modeling expertise reduces CapEx
- Integrates with C-COR's full suite of on demand, OSS and broadband access capabilities

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