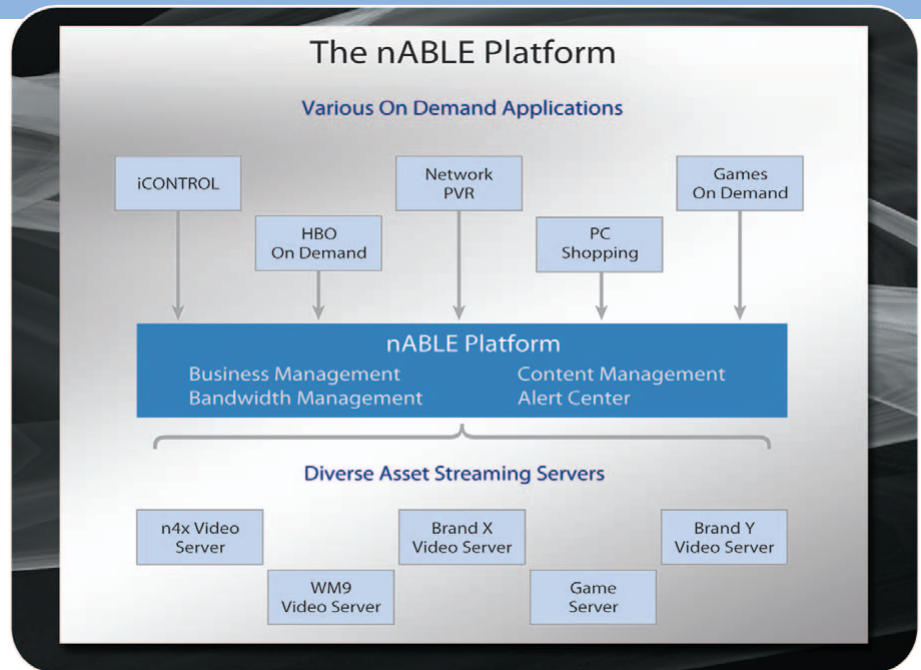


nABLE On Demand

Platform



- **Choice and flexibility**
- **Sophisticated on demand media systems and digital advertising systems**
- **Powerful, scalable on demand management and technical business tools**

As the on demand market evolves, operators need the flexibility to leverage their existing VOD systems from multiple vendors and take advantage of the most powerful, cost-effective new VOD server technologies. The nABLE On Demand Platform gives MSOs the flexibility to manage any kind of content—FVOD, SVOD, HDVOD, nPVR, etc.—and the choice to match the nABLE platform with any combination of VOD servers. nABLE gives operators the simplicity of one platform and the power to choose the best VOD solution for each market.

The Power of Simplicity

The nABLE On Demand Management System lets you manage all aspects of VOD—the system, the content, and the business—from a single, integrated platform that gives you the real-time control and visibility to achieve maximum revenue from each market. nABLE reduces manual intervention, simplifies operations and reduces costs because there's one process to manage VOD at corporate, regional and local levels, in real time and across different VOD delivery systems.

nABLE provides:

- Flexibility to manage any kind of service—FVOD, SVOD, VOD, HDVOD, PVR, ad sales, and other on demand products
- Choice to manage any VOD server or combination of servers
- Power to maximize marketing efficiency and revenue with real-time market feedback and analysis
- Simplicity to streamline processes using centralized content management
- Real-time visibility and control to identify and correct problems before they impact revenue



Maximize Marketing Efficiency

nABLE puts real-time customer data at your fingertips, so you can drill down by the day, hour, or minute to identify purchase and usage patterns. You know what sells and you have the real-time control to adjust offerings accordingly.

- Maximize revenue from each DMA with market-wide and local VOD management
- Continuously monitor trends such as buy rates, customer purchasing patterns, and usage patterns
- Address product problems before they affect revenue using real-time system management

Simplify the Content Lifecycle

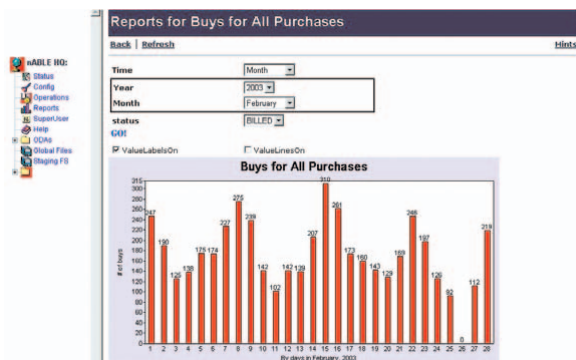
nABLE provides lifecycle media management that streamlines content management processes, strengthens supplier relationships, and helps to optimize market-by-market profitability.

- Tailor content offerings to maximize revenue in each market with customized regional pricing and packaging offerings
- Simplify distribution by tracking digital assets nationally or locally

Manage For Profitability

nABLE system management helps you to streamline all aspects of your operations and offerings for profitability.

- Fine-tune operations with system performance reports
- Use real-time error notification to identify and correct problems before they impact revenue
- Manage system capacity and bandwidth utilization to maximize profit from each market



For further details on nABLE capabilities, contact the C-COR Solutions headquarters at 800-654-2823.

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