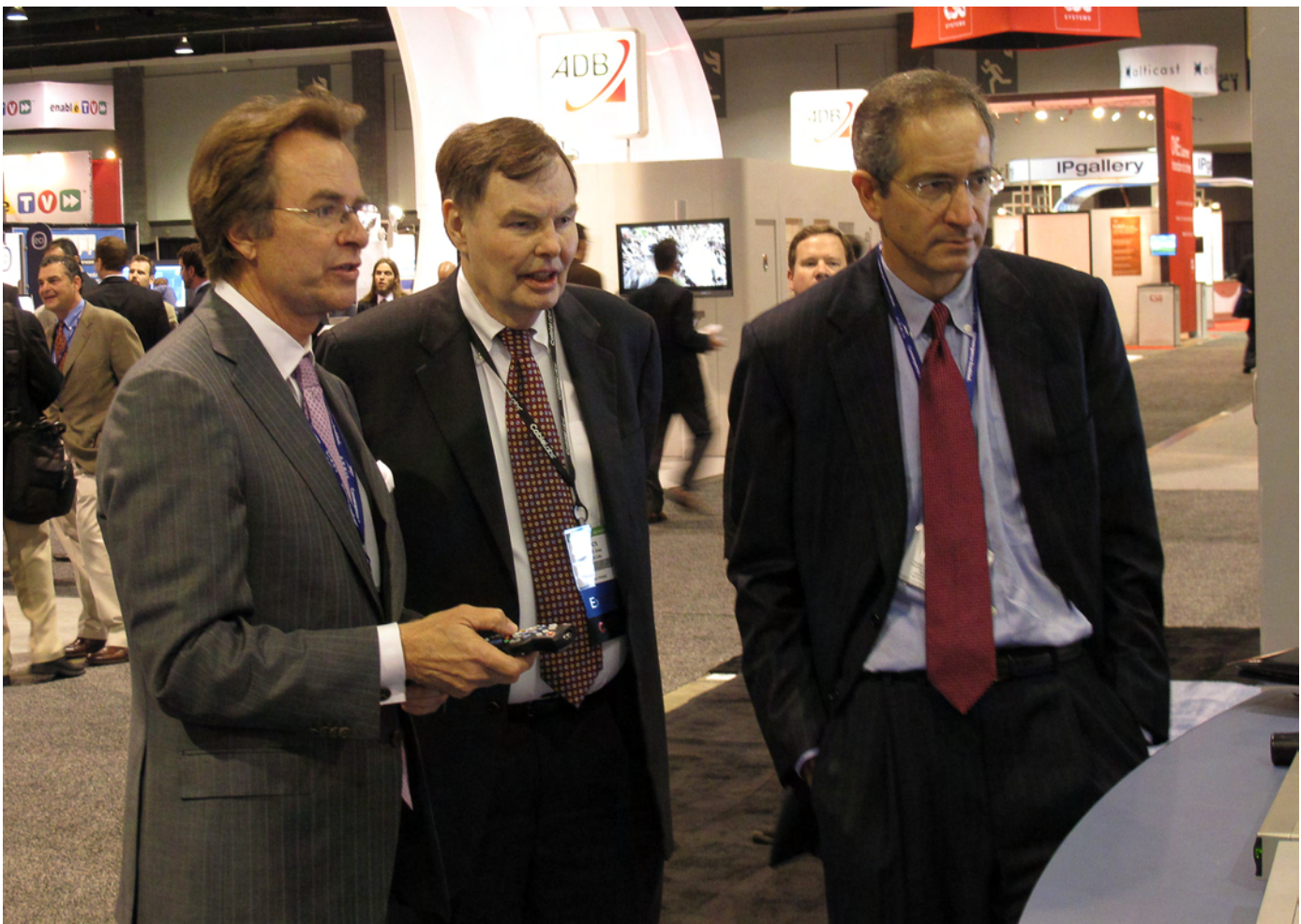


CableNET® 2010

CableNET® 2010 highlights many of the advanced technologies that cable operators either have deployed or may soon deploy to their residential and business customers. Now in its 18th year, CableNET remains a hands-on, informational exhibit-within-an-exhibit that is part of the annual National Cable & Telecommunications Association (NCTA) convention. This year's version features demonstrations of advanced interactive services ranging from video on mobile devices to advanced advertising to entertainment-content based widgets. There's also the very high-speed DOCSIS® 3.0 technology, TelePresence videoconferencing over DOCSIS, online portals and social networking. CableNET is co-sponsored by CableLabs® and the NCTA.



From left, former Starz, LLC, Chairman and CEO, Robert Clasen; former CableLabs® President and CEO, Dr. Richard R. Green; and Comcast Chairman and CEO, Brian L. Roberts, all focus on a demonstration of a Starz interactive video application that was highlighted at CableNET 2009.

CableNET[®] 2010

Affinegy

D-6

1705 S. Capital of Texas Hwy, Ste 310, Austin, TX 78746
www.affinegy.com



DigiDo Digital Lifestyle Services Management Platform

As the number of IP devices connected to high-speed digital home networks explodes, so do the opportunities and challenges of delivering services to subscribers. The Affinegy DigiDo™ platform unifies into one easy to understand experience, value added services with both cable operator provided & consumer purchased CE gear.

- DigiDo Guide™ is a quick web applet that helps guide subscribers to value added IP, premium care and DOCSIS® 3.0 services.
- DigiDo Care™ is a truly unique remote diagnostics and management portal that provides clear status and issues reporting for IP devices and services connected within the digital home. Its real time reporting and event logging provide invaluable intelligence into the digital home to quickly resolve support issues, and better target new service offerings.
- DigiDo™ is smart client software that helps subscribers get more value from high speed services - providing expert system based configuration of new devices and services, self-healing management, and communications/messaging with the DigiDo Care™ remote portal.

Amdocs, Inc.

D-4

1390 Timberlake Manor Pkwy, Chesterfield, MO 63017
www.amdocs.com



FindMe - Beyond Caller ID on the TV

Amdocs will demonstrate the power of leveraging subscriber data in the "always on" connected-world situation of our customer in simple, but clever ways. Find-me-follow-me applications aren't new. Bringing them alive on an application ready digital STB or TV is. We'll show an integrated TV app that utilizes caller-id, GPS, and online maps interacting on a next gen TV. We'll demonstrate how to combine subscriber data management capabilities and the Amdocs jNetX service delivery platform to establish the infrastructure for building integrated customer experiences that will drive loyalty and ARPU. This infrastructure will enable further innovation in the multi-play services arena for the successful operator.

Applied Broadband, Inc.

E-2

1909 Broadway, Ste 200, Boulder, CO 80302
www.appliedbroadband.com



Pipeline™ Service Intelligence & Bandwidth Conservation Solutions

Applied Broadband, Inc., will demonstrate the Pipeline™ family of IPDR driven broadband intelligence applications for DOCSIS® 3.0 networks. The exhibit will highlight policy-based capacity and subscriber consumption management using the Pipeline Bandwidth Conservation Analyzer along with advanced DOCSIS 3.0 network and services visualization tools.

Aurora Networks

D-9, D-10

5400 Betsy Ross Dr., Santa Clara, CA 95054 / www.aurora.com



Technology solutions to meet the increased demand for network capacity

Aurora Networks will feature: Innovative segmentation solution for the 1310nm 'O'-band window. For the cable operator that has a 750/860/1,000 MHz plant with node sizes of less than 500 HHP, segmentation can prove a compelling solution. LcWDM is the industry's only 'O'-band eight wavelength solution. It can be combined with CWDM upstream wavelengths to provide full node segmentation, all on a single fiber. This enables cable operators to quadruple their narrowcast capacity to each subscriber without the need for fiber construction – it can all be achieved through the installation of electronics at both the headend and the node. Quadruple bandwidth cost-effectively and fast.

RFoG, PON and Cell Tower Back-Haul Services - all in one unified network

A single unified network can provide commercial and residential customers with reliable, ultra high-speed services. To demonstrate this, Aurora Networks will show its unique RFPON, RFoG plus PON architecture (optionally supporting redundant rings) along with its MEF-certified T1/E1 cable-centric solution for tapping into the very lucrative cell tower back-haul marketplace.

DEMONSTRATION SUMMARIES

CableNET[®] 2010

Bridgewater Systems

E-8

303 Terry Fox Dr., Ste 500, Kanata, ON K2K 3J1 CANADA
www.bridgewater.com



Delivering new Wi-Fi services with 'Data Onload' from mobile networks

Bridgewater Systems will demonstrate how cable operators can leverage their Wi-Fi assets and deliver new services by "on-loading" subscribers from congested 3G networks. Specifically, the demonstration highlights the importance of seamless and secure authentication and authorization as subscribers move across multiple access networks including managing a common set of subscriber entitlements to personalize services.

Bright House Networks

B-6

PO Box 4739, Syracuse, NY 13221 / www.bright.com



Twitter TV is a proof of concept project, and represents Bright House Networks' first tru2way[®] application. It enables users to log in to their existing Twitter account and view Tweets on their tv screen. Customization options for the viewer include display time, number of tweets displayed, and screen position.

CableLabs[®]

B-1, B-3, C-2

858 Coal Creek Cir., Louisville, CO 80027 / www.cablelabs.com



The CableLabs 'Stewardship and Fulfillment Interfaces' (SaFI) are a set of content format and protocol specifications that support the stewardship and fulfillment process of service operators in delivering interactive and other advanced advertising products. Implemented by cable operators and their affiliates to develop, host and manage subscriber-directed ad campaigns, SaFI applies to interactive advertising, platforms that implement standard delivery fulfillment interfaces such as SCTE-130, as well as EBIF[™] and tru2way[®] interactive TV platforms. CableLabs is showing demonstrations of SaFI components and also further detail about their SaFI and complementary SCTE-130 programs.

Canoe Ventures B-7, B-8, B-9, B-10

666 Third Ave., 26th Floor, New York, NY 10017
www.canoe-ventures.com



The Canoe Innovation Lab: National Stewardship of Advanced Advertising Products & Services

Canoe Ventures' ITV Solution allows programmers to interact and engage with millions of viewers across a national cable footprint. Canoe's end-to-end solution extends from integration of technologies and services that enable its ITV product suite, beginning with a "Request-for-Information" EBIF-based template, through hands-on support of network sales teams, to consultation on creative development and campaign stewardship for optimal performance. Our products and services are managed on a robust order-to-cash and data platform. That makes TV easier to buy, use and measure --- and to evolve to a more compelling and competitive marketing medium.

Cisco Systems

A-3

170 W. Tasman Dr., San Jose, CA 95134 / www.cisco.com



Cisco Systems will provide a live demonstration of TelePresence video conferencing over a DOCSIS[®] network. Attendees will experience the future through live demonstrations and learn how to accelerate growth through network-enabled video conferencing and collaboration.

CommScope

E-6

1100 CommScope Pl., Hickory, NC 28603 / www.commscope.com



CommScope will focus a demonstration on designing cable headends for energy efficiency. It also will show its latest fuel cell technology for back-up power that provides an increase in reliability coupled with environmentally friendly technology. CommScope will also show its enhanced BrightPath[™] fiber-to-the-home solution including PON compatible RfOG and integrated CWDM, enabling cable operators to provide high bandwidth solutions and dedicated wavelength services for cellular backhaul or business services applications on the same fiber architecture.

DEMONSTRATION SUMMARIES

CableNET[®] 2010

Cox

D-7

1400 Lake Hearn Dr., Atlanta, GA 30319 / ww2.cox.com



Hospitality Industry Video and Interactive Guest Solutions

Timing couldn't be better for cable operators to provide new bundled solutions. The demonstration is of a product concept from Cox Business that will have industry-wide application for the Hospitality sector. The concept leverages tru2way[®] for a scalable distribution model and delivers advanced video and interactive guest solutions.

DMT

D-3

20280 S.Vermont Ave., Ste 200, Torrance, CA 90502
www.dmt.kr



Digital Multimedia Technology Co., Ltd.

Full line-up of Cable DTA Products and New Broadband Video Phone adapters

DTA, MPEG4 HD-DTA, Broadband Video Phone Adapter

Dreamer Corporation

C-5

3500 W. Olive Ave., Ste 990, Burbank, CA 91320
www.dreamercorp.com



Cross-platform Embedded Network Services

Dreamer Corporation, an industry leader in the delivery of interactive television services for the past decade, plans to demonstrate its full-featured, cross-platform applications and services framework for tru2way[®]. The company also plans to demonstrate how cable operators can offer continuity of television service, across multiple connected CE devices such as Blu-ray players and media players.

FourthWall Media

C-6

5800 Granite Pkwy, Ste 480, Plano, TX 75024
www.fourthwallmedia.tv



FourthWall Media io5 compatible User Agent. Ad Widgets System tools. TV Widgets. AdAim Targeting and Metrics.

We are showing our FourthWall Media User Agent, which is IO5 compatible with various TV and ad widgets. Ad widgets end-to-end system allows users to generate EBIF application templates. We will demonstrate pre-bound and late-bound widgets. We also have TV Widgets Product line includes applications like: YP On TV, PiTV, MLB Tracker, Football Tracker. Ad Aim is a set of backend servers to support advanced advertisement functionality. We will show metrics and reporting. Based on SCT130 and SaFi standards.

Hitachi

E-3

2930 Freedom Cir., Ste 101, Santa Clara, CA 95054
www.hitachi-cta.com



DOCSIS[®] Management of Ethernet PON with Integrated RFOG

Hitachi will show how DOCSIS commands and a DOCSIS OSS can configure a PON ONU for security, configuration files, queries and service OAM. Commands will be performed live using a DOCSIS OSS and configuration parameter changes will be reflected in the active PON ONU for high-speed data and voice. In addition, an RFOG module will be connected with an optical pass-through to the ONU to demonstrate FTTH using RFOG to preserve residential CPE but still support the EPON ONU for high speed data in residential or business applications. Two separate video streams demonstrate RF video to a STB and IP video to the ONU.

Irdeto

E-6

5860 El Camino Real, Carlsbad, CA 92008 / www.irdeto.com



Enabling Premium Content PC playback with the Cloakware Secure Media Framework

Irdeto's demonstration will showcase the company's Secure Media Framework featuring its proprietary Cloakware technology. The Secure Media Framework enables premium content PC playback and utilizes UpnP, DLNA, and DTCP to discover content on a set-top box, transfer that content and play it back securely on a PC.

DEMONSTRATION SUMMARIES

CableNET[®] 2010

Laszlo Systems Inc.

E-4

2600 Campus Dr., Ste 200, San Mateo, CA 94403
www.laszlo.com



Convergence solutions and a new cloud offering

Laszlo Systems will demonstrate convergence solutions that integrate communications, messaging, social networking and video applications available across devices.

Maxxian

D-12

30 Leek Crescent, Ste 201, Richmond Hill, ON L4B 4N4 CANADA
www.maxxian.com



CounterStryx[®] Integrated system intelligence for troubleshooting, planning and unauthorized usage control

Maxxian's CounterStryx[®] products and services integrate addressability, billing, network, and VOD data for intelligent analysis of cable system operations. The flagship, proven-payback feature is the identification and correction of unauthorized set-top usage. The system spots inappropriate activity and status for supposedly inactive set-tops and intra-account sharing of set-tops between households.

Mixed Signals, Inc.

C-8

222 N. Sepulveda Blvd., Ste 1750, El Segundo, CA 90245
www.mixedsignals.com



mixed signals

Solution for Monitoring EBIF/eTV Content

As operators prepare their headends and set tops to support enhanced television applications, Mixed Signals provides a solution for assuring their performance. ETV content, which consists of applications and metadata, is prone to errors along the transport network. Traditional video over IP metrics, such as MDI and continuity counter errors, are incapable of detecting eTV application content errors. Mixed Signals Sentry decodes and reports on ETV application data and critical signaling information to help operators ensure they are delivering ETV content with accuracy and quality. Since ETV applications are tied to revenues, content monitoring is a must have in order to run ETV spots flawlessly on thousands of settop boxes. Sentry provides up to 60 days of historical reporting on application level content to assist operators with proactive ETV monitoring and fastest troubleshooting.

Motorola

E-5

900 Chelmsford St., Lowell, MA 01851
www.motorola.com/ultrabroadbandsolutions



MOTOROLA

Optimizing the Upstream

Live BSR 64000 demo for the new RX48 card. The demo will highlight a registering cable modem on the RX48 as a proof-point leading to the delivery of Motorola's industry-leading DOCSIS[®] 3.0 solution. The RX48 will demonstrate upstream traffic - optimized with SCDMA turned on.

NDS

C-7

3500 Hyland Ave., Costa Mesa, CA 92626 / www.nds.com



Addressable Advertising and 3DTV UI

NDS will be showing seamless splicing of ads and promotions from a DVR into linear, VOD and recorded content based on viewer profile and audience measurement information. NDS will also be demonstrating next generation user interfaces for 3DTV for such things as closed captions, guide information and interactive overlays.

OEDN.net

C-1

www.oedn.net



C-SPAN EBIF app prototype - designed and developed by Ball State University, Center for Media Design, Muncie, IN

Based on the Senate confirmation hearings of Justice Sonia Sotomayor from the summer of 2009, this EBIF app is designed to educate and inform the viewer with rich, contextual data about the process. Running on a loop behind the app are excerpts from 4 days worth of C-SPAN video footage from the proceedings.

The application features 6 main on-screen menu items for the viewer to learn more about:

- The constitutional process of a confirmation hearing
- Info on the nominee and on the members of the Senate Judiciary Committee
- Individual senator's voting records and quotes from other SCOTUS confirmation hearings (e.g. - Roberts, Alito)
- Synopses of relevant judicial rulings by the nominee
- Metatags about related topics for the viewer to navigate to learn more

DEMONSTRATION SUMMARIES

CableNET[®] 2010

OpenTV

C-5

275 Sacramento St., San Francisco, CA 94111 / www.opentv.com



OpenTV's Campaign Manager and Ad Decision Service for both VOD and linear environments

Ad insertions, ad overlays, deployment control for enabling/disabling EBIF and addressable ads by zone. Alternative deployment of OpenTV's ADS for dynamic ad decisions at national and local levels.

RCDb

B-2

66 Mint St., 3rd Floor, San Francisco, CA 94103 / www.rcdb.net

RCDb[™]

RCDb Scene Info Service

RCDb will be demonstrating real-time, interactive metadata, displaying on-screen, synchronous to a broadcast movie or television scene. This will be running as an RCDb client-based EBIF application utilizing an EBIF user agent running on a tru2way[®] set-top box, as well as as an RCDb client-based tru2way application running on a second tru2way set-top box. The communication back-channel shall be routed via DSG to an RCDb server in the headend. The RCDb server's back-end will be connected to the open Internet. The RCDb server will therefore broker internet services to the applications via requests made by the RCDb client.

S&T

C-9

2040 14th St., Boulder, CO 80302 / www.s-and-t.com



TSPProcessor - an EBIF monitoring application filtering and application replacement server.

S&T will be demonstrating its ETV TSPProcessor - an EBIF monitoring, application filtering and application replacement device. It is designed to be present in the cable delivery path allowing detection, modification and analysis of transport streams which may contain EBIF applications. TSPProcessor manipulates up to four MPEG-2 transport streams which are decoded, analyzed, optionally modified and then re-encoded and streamed out via either GbE or ASI.

Late-bound EBIF application insertion for advanced advertising solutions using TSBroadcaster

We will also be demonstrating two new features of S&T's TSBroadcaster EBIF application streamer. Firstly, injection of late-bound EBIF applications, for use in advanced advertising solutions and secondly automatic failover operation.

Samsung

A-1

105 Challenger Rd, Ridgefield Park, NJ 07660 / www.samsung.com



Samsung will demonstrate a tru2way[®] set top running the Reference Implementation (RI) standardized OCAP[™] stack.

Sandvine Inc

A-2

408 Albert St., Waterloo, ON N2L 3V3 CANADA
www.sandvine.com



Enabling Subscriber Services with Sandvine

Sandvine will demonstrate how its carrier-grade solution can enable a variety of subscriber services, in conjunction with standards-compliant external devices that support the CableLabs[®] DOCSIS[®] 3.0 specification, 3GPP/2 and IMS standards-based interfaces. By combining the visibility of a universal application manager with the authority of a policy server while monitoring the capacity of an IP network, the solution enables resource decisions to be made in real-time, based on current conditions. Ultimately, these solutions enable deployment of services dependent upon factors such as subscriber awareness and application identification, common examples of which include quota management, quality of service guarantees, and subscriber preference-based traffic management.

Secure Path Technology Inc. D-11

844 Seward St., Los Angeles, CA 90038 / www.secpath.com



MediaDNS[™] Content Identification & Metadata Services

MediaDNS[™] proprietary metadata management platform provides a complete set of metadata services to enable content owners, distributors, and other companies throughout the supply chain to easily share and manage metadata. By providing automated workflows to ingest, validate, transform, normalize, and finally export metadata from multiple content owners to their multiple distribution endpoints, MediaDNS[™] brings scalable efficiency to the digital media supply chain. I Secure Path is also the primary North American ISAN Registration Agency and exclusive Global License Agency for the ISAN metadata catalog. MediaDNS[™] is the only metadata services platform which provides automated ISAN registration and lookup services to simplify the management, transformation and distribution of metadata. MediaDNS[™] is fully integrated with ISAN, enabling immediate, automated metadata registration, duplicate resolution, and search capabilities.

DEMONSTRATION SUMMARIES

CableNET[®] 2010

Sisvel Technology

E-9

Via Castagnole, 59, None Torinese, Torino, 10060 ITALY
www.sisveltechnology.com



Signaling for the interoperability of different 3D formats
The exhibition will be mainly focused on two points: the use of an embedded signal for the automatic switching between different 3D visualizations and a new frame packing technology that is service compatible.

sofatronic

B-4

stahlwiete 23, Hamburg, 22761 GERMANY / www.sofatronic.com



Kaleidoscope iTV platform
iTV software platform which simplifies the complex tru2way[®] application development process. Applications and services can be developed without any hand made Java programming. A universe of ready-made iTV modules/services can easily be modified and customized. Showcase demos how to develop codeless a recipe application for a cooking show.

Softel-USA

C-4

800 Connecticut Ave., East Wing, Norwalk, CT 06854
www.softel-usa.com



MediaSphere EBIF Application Playout
Softel-USA will demonstrate the MediaSphere EBIF application playout system, which delivers iTV applications (EBIF and/or Tru2way) and signalling to set-top boxes. MediaSphere is available in three different models: the proven and reliable MediaSphere TX for broadcast use, MediaSphere Lab for in-depth application testing that is integrated with a headend, and MediaSphere Desktop that enables application developers to easily test applications with a computer, monitor and set-top box.

Starz

C-12

8900 Liberty Cir., Englewood, CO 80112 / www.starz.com



"Enteract Now" is the first of several interactive television products the premium entertainment provider is developing that will use new technologies to enhance the consumer viewing experience. Enteract Now offers Starz viewers more flexibility over the traditional television experience by allowing them to "Start Again" if they've missed the beginning of the movie, or to see "Top Titles," "All Movies," or "Up Next." Enteract Now is built on the EBIF specification and supports both standard and high-definition set-top boxes. Starz is currently testing "Enteract Now" on satellite transponders and has integrated the application with Video on Demand servers. Starz is also developing a ratings application. Viewers can rate the title they've just watched and then are offered a link to see all the titles available on Starz On Demand. Starz continues to develop EBIF / ETV applications and will participate in the CableLabs[®] ETV and tru2way[®] interops later this year.

Synacor

D-5

40 LaRiviere Dr., Buffalo, NY 14202 / www.synacor.com



Beyond "TV Everywhere:" New Solutions That Drive Customer Satisfaction and New Revenues
As consumers take advantage of new options to view TV content via the Web, an opportunity exists for cable operators to use the underpinnings of these "TV Everywhere" solutions to more efficiently and effectively market services to existing and new customers. Using the same portal log-in principles that are being employed for "TV Everywhere," cable can deliver other exclusive content – including games and special programming – to authenticated subscribers.

THX, Ltd.

D-2

1600 Los Gamos Dr, Ste 130, San Rafael, CA 94903 / www.thx.com



THX Media Director: Content Metadata for Optimized VOD Viewing Experience
Founded by George Lucas and recognized by audiences around the globe, THX is synonymous with entertainment technologies and the certification of world-class cinemas and premium home theater systems. THX[®] Media Director[™] is a new technology designed to simplify the entertainment experience. Using descriptors in the form of metadata, THX Media Director communicates picture size, 3D format, sound encoding, color profile and other critical information to set-top boxes, TVs and other CE devices, enabling them to select the correct playback features automatically. This lets users enjoy high definition VOD experiences without constantly reaching for the remote control. THX has partnered with Avtrex for seamless cable set-top integration, and SENSIO to offer a 3D encoding and decoding playback solution.

DEMONSTRATION SUMMARIES

CableNET[®] 2010

Trident Microsystems

E-10

3408 Garrett Dr., Santa Clara, CA 95054 / www.tridentmicro.com



IPTV Client STB for Home Networked Video Services

Trident is demonstrating a complete SoC and SW technology solution for thin client STB using web UI SW technology components. This reference design uses a Qt & Webkit based application framework for video services delivered over a home network from an operator managed residential gateway.

UniSoft Corporation

C-10

10 Rollins Rd., Ste 118, Millbrae, CA 94030 / www.unisoft.com



TSPProcessor - an EBIF monitoring, application filtering and application replacement server.

UniSoft will be showing a new product from S&T, the ETV TSPProcessor which is an EBIF monitoring, application filtering and application replacement device. It is designed to be present in the cable delivery path allowing detection, modification and analysis of transport streams which may contain EBIF applications. TSPProcessor manipulates up to four MPEG-2 transport streams which are decoded, analyzed, optionally modified and then re-encoded and streamed out via either GbE or ASI.

Late-bound EBIF application insertion for advanced advertising solutions using TSBroadcaster.

UniSoft will also be demonstrating two new features of S&T's TSBroadcaster EBIF application streamer. Firstly, injection of late-bound EBIF applications, for use in advanced advertising solutions and secondly automatic failover operation.

Vidiom Systems, Inc.

D-8

10901 W. 120th Ave., Ste 230, Broomfield, CO 80021
www.vidiom.com



IP Video Delivery

Vidiom Systems will showcase an end-to-end solution for delivering IP video over HFC networks. The solution offers a combination of content ingestion, a management platform (SDP), cable network distribution system and end user devices.

Zap on Demand

C-3

224 W. 35th St., Ste 1001, New York, NY 10001
www.zapondemand.com



zapondemand™

Zap TV2Mobile

An RFI application that sends information from the TV to a mobile device using the TV remote control.

Zodiac Interactive

C-11

99 W. Hawthorne, Ste 204, Valley Stream, NY 11580
www.zodiac.tv



The Freedom to Adapt

Zodiac will unveil its next generation EBIF User Agent, and the new PowerUp AMS for the delivery and integration of all web 2.0 content into the EBIF ecosystem. Demo will consist of tru2way STBs running Zodiac's next Generation EBIF User Agent, coupled with the new PowerUp AMS enabling and demonstrating automated integration of Web content into the ETV ecosystem.

DEMONSTRATION SUMMARIES