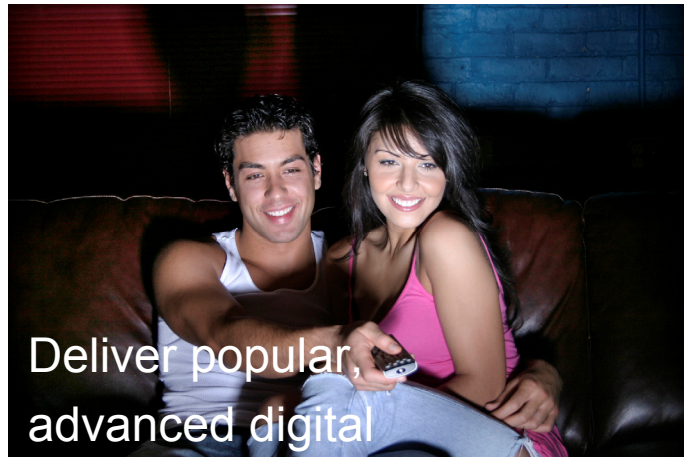


Hosted & Managed
**Digital CableTV
& SDV**



Deliver popular
advanced digital

*Bring back the love of TV
...with hundreds of HD channels.*

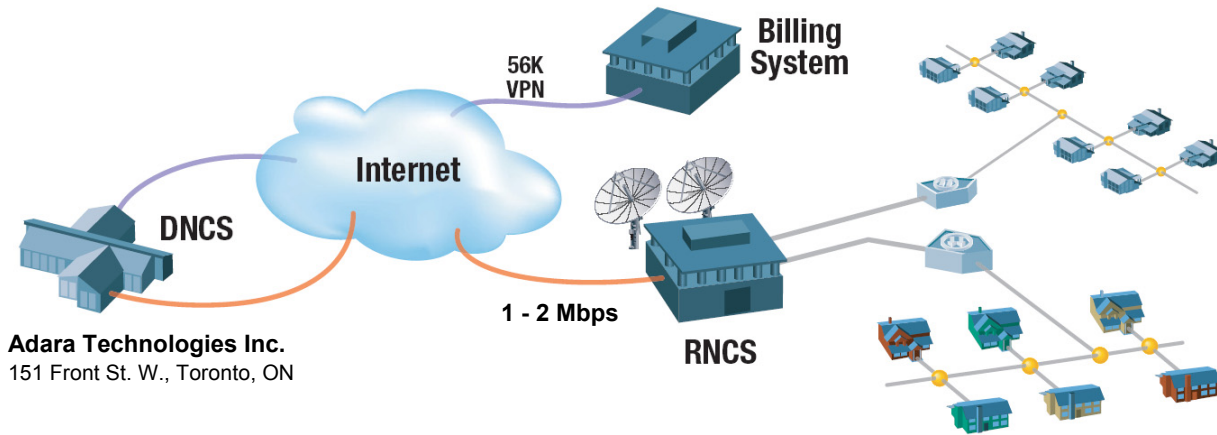
services to your subscribers using Adara**MAX**
hosted digital remote headend solutions.

Our hosted solutions will make it possible for your cable system to deliver a full range of advanced digital services - HD, DVR, Multi-Room™ DVR, VOD, SVOD, PPV - without deploying a Digital Network Control System (DNCS) or Digital Addressable Controller (DAC). This innovative approach uses a remote network control system (RNCS) digital headend that enables our AdaraMAX Broadband Services specialists to deliver advanced services at the right cost. This allows you to offer advanced digital services without much of the personnel typically needed to operate the digital headend. And now with the added benefit of **Switched Digital Video (SDV)** technology, you can expand your broadband network capacity by **3-to-5 times** to make room for a lot of HD and much more...without a costly rebuild or upgrade!

Partnered with...



Solutions



Adara Technologies Inc.
151 Front St. W., Toronto, ON

AdaraMAX multiple benefits:

- **Supports Cisco's readily available digital set-tops and the advanced digital services they deliver** - HD, DVR, Multi-Room DVR, VOD, SVOD, PPV, SD, MPEG2, MPEG4
- **Reduces capital expenditures** - no need to purchase a full Digital Network Control System (DNCS) or DAC and other equipment. Also, avoid an entire costly rebuild or upgrade with the **Switched Digital Video (SDV)** option
- **Lower operating expenses** - a majority of daily oversight is pushed out to Adara representatives; lowers your staffing needs and costs
- **Provides extensive, advanced monitoring and oversight capabilities** - a unique solution that transfers daily digital headend operations to AdaraMAX specialists
- **Operates with legacy billing systems** – no need to change billing vendors; smooth, no hassle transition
- **Can overlay technology on existing non-Cisco sites** - allows both legacy set-top boxes to be deployed on the same system
- **Provision of marketing and operational data** - RNCS platform carries Cisco's Retriever™ program providing critical channel line-up performance; the platform further carries Cisco's Pointer™ program providing virtual real-time reports on non-responding set-top boxes

AdaraMAX Operations

Once you provide Adara with an Internet connection at your location with 1 - 2 Mbps or greater bandwidth, we will integrate the RNCS at your location and connect it to our Toronto-based control centre, via a secured VPN connection, where the Cisco DNCS functionality resides. Then, the DNCS at our control centre becomes your digital headend. From there our specialists handle the daily operation of the system.

Your data remains secure through a series of security measures including mandatory firewalls and encryption. Our system is further backed by elements of Cisco's Disaster Recovery Program which provides the necessary redundancy in the unlikely event of a catastrophic incident. Uptime and security are highly assured.

Adara's experienced staff of digital cable experts can help you with a wide array of standard DNCS services, including:

- Support for broadcast video, HD, DVR, IPG and IPPV
- Assistance with channel lineup changes/new video services
- Adding hubs
- Resolving issues with your billing vendor related to DNCS/billing questions
- Responding to first-level call support from your staff
- 24x7x365 monitoring

Additional Service Options

- Onsite support on a monthly/quarterly/bi-annual basis
- VOD integration support and future VOD back-office services
- Spares pool for key RNCS components
- Additional applications support
- Large-scale Move/Add changes
- Provision of channel lineup performance information
- Automated set-top box staging and redeployment services
- Financing & leasing options in cooperation with Cisco Capital
- **Switched Digital Video (SDV)** providing 3-to-5 times the network capacity for more HD channels than you ever thought possible, and much more – All without the need for a costly and disruptive network rebuild or upgrade.



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Partnered with...

