

Scientific Atlanta's IPN330HD™ IPTV Set-Top



A New Television Experience.

Internet Protocol (IP) technology has moved beyond the PC environment. A first step in the evolution of IP was enabling Voice-over-IP (VoIP) based telephony services. The new frontier is Internet Protocol Television (IPTV). IPTV opens new doors for the delivery of compelling, personalized entertainment experiences. The level of interactivity consumers have become accustomed to with their PCs is now translated to the digital video experience. Imagine delivering a range of new capabilities, such as the ability for subscribers to create a customized channel line-up, view multiple images on one screen and access more programming than ever before.

The IPN330HD™ model is a part of the comprehensive series of IPTV set-tops offered by Scientific Atlanta, a recognized leader in video technologies¹. Our world-class expertise in set-top design, software integration and technical support enables rapid time to market, while minimizing the risk to your operation.

All of Scientific Atlanta's IPTV set-tops enable your operation to:

- Use a wide range of video codecs, including MPEG-2, MPEG-4 Part 10/H.264 and VC-1 in both standard- and high-definition formats
- Support open middleware platforms, enabling your operation to have a high degree of control, creativity and differentiation in solutions development
- Select open, renewable security solutions, including downloadable conditional access systems (CAS) and digital rights management (DRM)
- Use existing coaxial wiring in the home to deliver IPTV service

Innovation

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IPN330HD Set-Top Features and Benefits

The IPN330HD model is a powerful, yet affordable, solution with innovative capabilities.

Features and benefits of the IPN330HD Set-Top include:

- Uses advanced System On Chip (SOC) technology to support a variety of operating systems, advanced middleware platforms and compelling user applications
- IP compatibility using 100BaseT Ethernet and integrated Home Phoneline Networking Alliance (HPNA) 3.0 for IP-over-Coax interfaces
- Multiple operating system support, including WinCE™ and Linux®
- Accommodates multiple options for IP middleware solutions
- Enables your operation to choose its CAS and DRM source for renewable security
- Up to 16 picture-in-picture (PIP) displays simultaneously, allowing subscribers to customize the viewing experience²
- Functions as a DVR remote client, facilitating Multi-Room™ DVR capabilities with a DVR host set-top²
- Front panel Universal Series Bus (USB) interface allows for easy-to-access connections with devices such as digital cameras



Scientific Atlanta's IPN330HD IPTV Set-Top Back Panel

Take IP Video to High-Definition

The IPN330HD Set-Top delivers the pristine video and audio quality that subscribers expect in a high-definition viewing experience, including:

- Video output to the HDTV display in all available ATSC formats (including 1080i, 720p, 480i, 480p)
- Stretch and zoom picture functionality, enabling subscribers to maximize picture size on HDTV monitors
- Seamless recording of HD broadcast programming to analog VCRs, with automatic standard-definition conversion for VHS tape format
- Advanced digital interfaces with applicable copy protection standards including High-Definition Multimedia Interface (HDMI) with High-Bandwidth Digital Copy Protection (HDCP)

What Are You Waiting For?

One of the unique attributes of the Scientific Atlanta IPTV solution is that it includes IP-over-Coax technology to reuse existing wires in the home to distribute IP services. We welcome the opportunity to discuss our complete IPTV solutions. Please contact your sales representative to learn more about how to take the digital video experience to the IP generation.

1. Expected availability Q3, 2006.

2. Contingent on middleware and application support as determined by the operator.