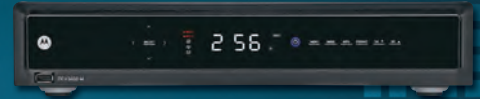


# Launch Multi-Room DVR With AMT & Motorola NOW!

## Increase Revenues and Attract New Subscribers

The explosion of digital video technologies is leading the demand for greater control over TV at home and on the go. Starting with a Motorola DCX set-top, your customers can now create a multimedia network that sends content to other rooms in their home.



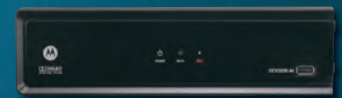
AMT and Motorola are now offering the Motorola Multi-Room DVR solution. This solution delivers the extraordinary experience of Multi-Room DVR to your customers via a cost-effective, easily installable, hardware and software bundle. Motorola's MR-DVR is a flexible, home media sharing solution that provides multi-room access for up to eight (8) set-tops. The MR-DVR solution is scalable and expandable so that you can deploy a basic Multi-Room DVR solution utilizing DCX set-tops and your existing interactive program guides (IPGs) today. The solution can easily be expanded to include additional set-tops and advanced services using downloadable software technology so the solution grows as your customers demand more new and exciting features.

By offering enhanced functionality available in every room of the home, MR-DVR can allow service providers to potentially increase average revenue per user (ARPU) levels and efficiently manage operational costs. Service providers can gain a competitive advantage in the market by offering high-value video services that enhance the consumer experience and build lasting relationships with their subscribers. It will also enable service providers to meet the competitive threat posed by other operators already offering a Multi-Room DVR solution.

## Give Your Customers Access to Rich Content Anywhere in the Home

Motorola's Multi-Room DVR Solution gives consumers ready access to digital content in any room of the home. Enhance your customer's lifestyle with innovative and exciting whole home media applications:

- On any connected television, watch recordings stored on any connected DVR set-top.
- Pause, fast-forward or rewind recorded TV programs from any connected set-top.
- Schedule recordings, set parental controls and manage personal program choices with an easy-to-use interface.
- Bookmark a place in a recorded program at the touch of a button – then resume watching the program in the other room without interruption.



The experience is powered by Motorola's DCX3000-M Series MoCA® Multi-Room DVR which features:

- Dual 1GHz video tuners and support both MPEG-2 and MPEG-4 high definition decode with 1080p resolution.
- The latest audio and video output interfaces, including HDMI 1.3 and Dolby Digital Plus audio.
- Watch-and-record flexibility that a dual tuner DVR set-top provides.
- 250GB hard drive to provide ample capacity for recording an entire household worth of favorite shows.
- Picture-in-Picture.
- Accelerated graphics.
- Embedded Cable modem (3 down, 1 up).
- 32 MB flash card standard / 256MB DRAM total (standard).



**MOTOROLA**

**AMT**  
advanced media technologies®

# All-Digital Rapid Rollout Program

Contact AMT to go All-Digital. Special finance plans available to meet every budget.

Visit AMT at the SCTE Cable-Tec Expo® Show, Booth #4099.

## An Affordable Path To Digital Future.

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**Save Capital Dollars:** Independent cable operators save dollars by cost-effectively deploying digital simulcast in traditional headends to enable the use of lower cost Motorola all-digital consumer video equipment.

**Enable New Revenue Streams:** Motorola Digital Simulcast maintains a strategically core analog channel lineup while making advanced, revenue-generating, digital video services available such as High Definition, Multi-Room DVR, and Advanced Advertising.

**Available Financing Option:** Financing through AMT

**Cost of solution may be less than existing capital expenditures for traditional set-tops being purchased today:**

Operators can immediately reduce their capital expense by switching to lower cost all-digital set-tops. This savings on set-tops can be dramatic enough to quickly offset the required headend investment.

## All-Digital Rapid Rollout Program.

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**What It Is:** A program that offers a comprehensive solution based on Motorola's National Authorization Services and Regional Access Control (NAS & NAS/RAC) which provides a standardized procedure for rapid deployment of all-digital for the Independent Cable Operator market enabling their distribution of all-digital programming received via Comcast Media Center's (CMC's) Quantum Digital Service offering including HDTV services and MR-DVR.

**How It Works:** The deployment plan includes comprehensive program management through which Motorola ensures site readiness via equipment design and manages the activation of digital equipment as well as coordination with third parties involved in the launch process such as programming guide vendors. Equipment fulfillment via AMT enables rapid deployment of services by eliminating equipment lead time. In addition, AMT can provide financing for the cost of the digital headend design, bill of materials (BOM), installation and activation.

**Affordable Headend Upgrade Packages:** Enable easy migration to all-digital and expansion of HD offering:

- **Simulcast** – Discount package on required encoders, statmux, and receivers to enable all-digital set-tops.
- **All-Digital** – Discount package on - DSR4410MD, SEM, APEX, RADD, SDM, HMS, ARPD, VPN, OM2000

Call to see how to qualify for headend equipment discounts.

