

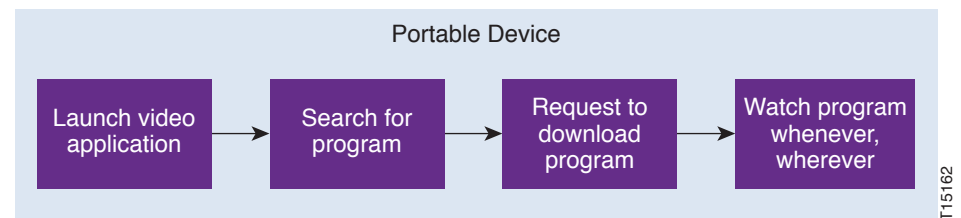


Videoscape Quickstart Solution

The Subscriber Experience

Today's subscriber wants access to paid programming to be available anywhere: at home, at work, on the bus, anywhere, on any device. And, the supporting functions (search, browse, favorites, history, download to watch now or later) need to be there, too.

Videoscape Quickstart meets the subscriber requirements and keeps the subscriber experience simple.



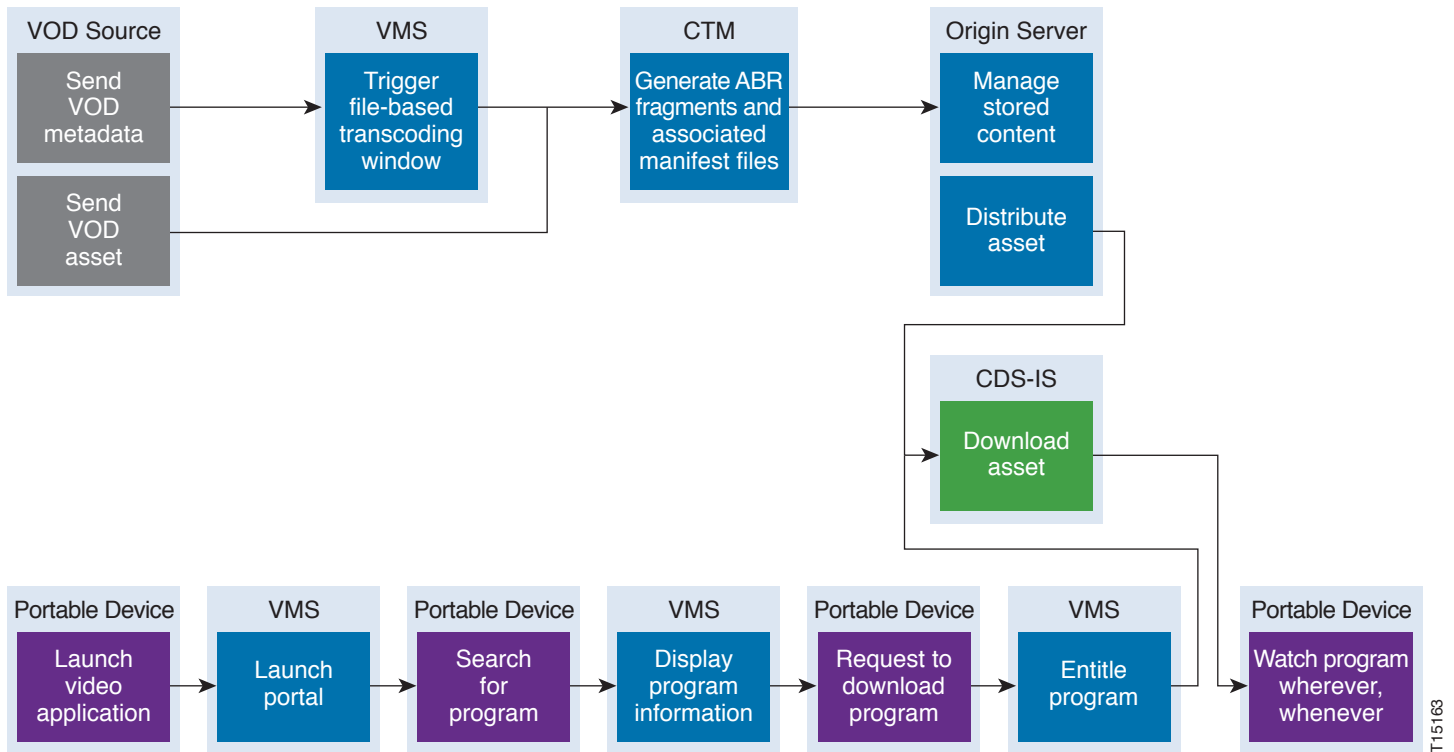
The Service Provider Integrity

Videoscape Quickstart enables service providers to meet the expectations of the subscriber without sacrificing the integrity of the business. The solution to keep subscribers happy with technology and service providers engaged with profitable business models begins by re-establishing fundamental solutions for the On-the-Go subscriber experience.

- Authenticate or deny access of a user to the on-line video portal
- Enforce entitlement policies defined by the operator
- Create multiple representations of the same VOD asset to support Adaptive Bit Rate Streaming received from multiple locations
- Deliver encrypted version of VOD assets being offered through the on-line portal
- Stream or download a VOD asset to a portable device

The Cloud and the Network

Videoscape Quickstart integrates the subscriber client device, the cloud, and the network into a manageable architecture that keeps the subscriber experience simple without compromising the content provider's products or the service provider's service.

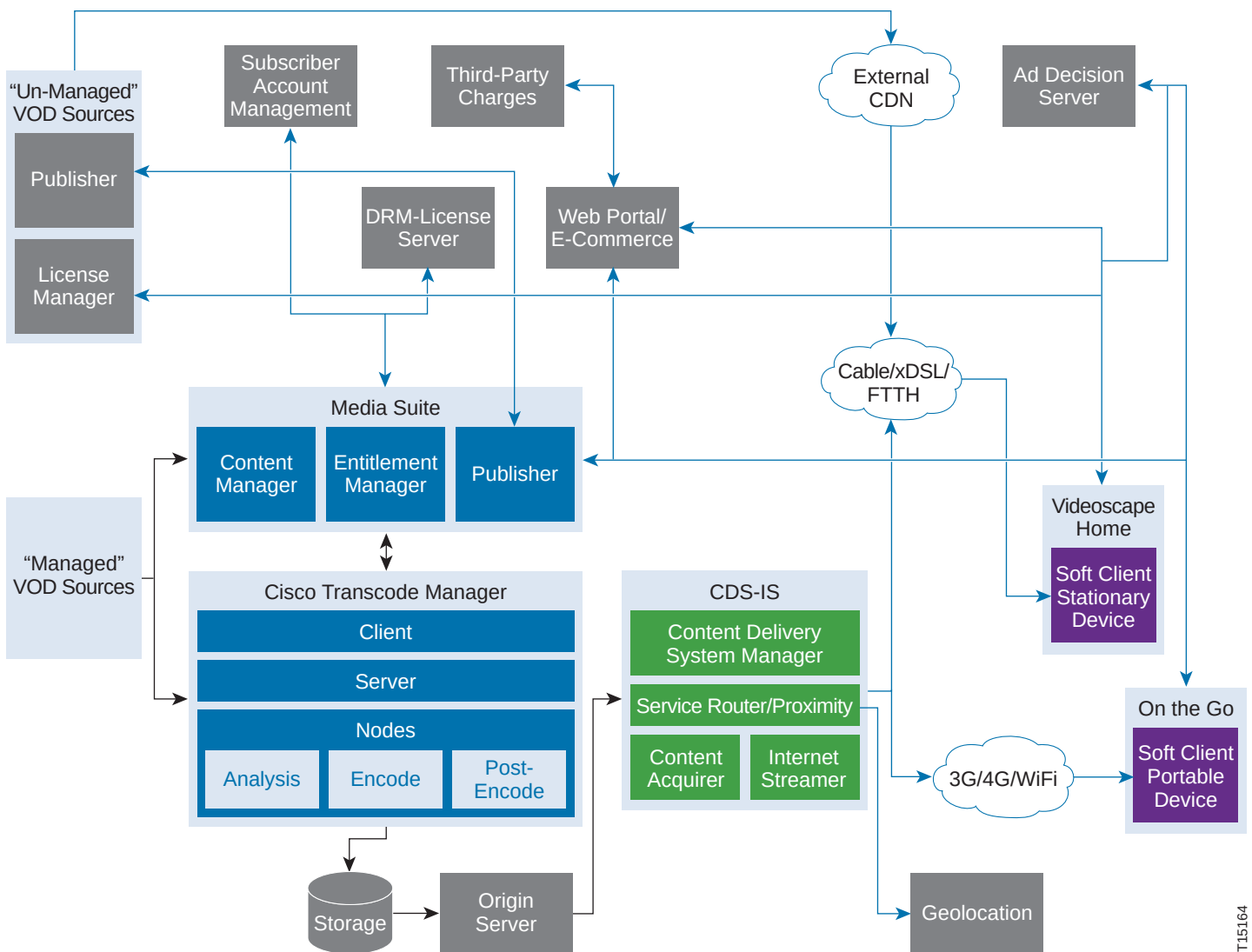


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The Enterprise Solution

Videoscape Quickstart supports the end-to-end (business-to-business, business-to-subscriber) solution needed to support the “easy access to everything, anytime, anywhere, on any device” requirement.

Videoscape Quickstart Architecture



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Videoscape Media Suite

Videoscape Media Suite is a modularized system that can facilitate all backend aspects of automated workflow processing, packaging, and delivery of monetizable digital assets.

Content Manager. Support multiple content formats, sophisticated content bundling, customized metadata models, metadata normalization, extensible workflow, transcoding and encryption, and distribution-to-delivery network.

Entitlement/License Manager. Enable the creation of policies that specify business rules, and then apply those policies to bundles in order to create products. Related functionality includes DRM setup, the ability to manage syndication, advertising, and users. Other functions include the ability to manage currencies and feeds.

Publisher. Support feed aggregation and harmonization, multipoint catalog publishing, category management, playlists, search and rating, metering and reporting.

Media Suite Interfaces

- **Un-Managed Sources.** Enable subscribers to access subscription-based video programming from content providers such as Hulu or Netflix.
- **Managed Sources.** Enable subscribers to access service provider-based video programming from content providers such as StarzHD or OnDemand.
- **Cisco Transcode Manager.** Deliver IP video to a set-top box, PC or mobile device via progressive download or as Adaptive Bit Rate (ABR) over HTTP.
- **Subscriber Account Management Sources.** Allow or deny user access on any device at any location based on existing authentication policies.
- **DRM/License Server.** Support a diverse set of devices using a range of DRM technologies. The system is highly customizable, and supports a broad range of licensing, encoding, encryption, and distribution models.
- **Web Portal/E-Commerce.** Support transactional VOD billing.

Cisco Transcode Manager

Streamlines your workflow, starting with ingestion, encoding and encryption, and ending with quality check, packaging, and delivery to storage and the CDN. Provides Intelligent VOD Transcoding Load Balancing and Automatic Quality Control Decision Making.

Client. Manage templates, work orders, encode nodes, and oversee regular operations.

Server. Process orders, monitor watch folders and nodes, store templates, and log events for the system.

Nodes. Perform work order-related tasks such as analysis, encoding, post-encoding, and file transfer using Smooth Adaptive Bit Rate (ABR) packaging.

Cisco Transcode Manager Interfaces

- Storage
- Origin Server

Content Delivery System for Internet Streaming (CDS-IS)

Supports streaming or progressive downloading of DRM-protected VOD assets to PC, MAC, iPad, or ReadyPlayer via HTTP using Smooth ABR delivery. Implements a caching hierarchy to support multi-level caching. Directs clients to the nearest distribution source and blocks clients from restricted content.

Content Delivery Service Manager. Defines the delivery services to indicate how content is ingested and distributed, and what content is delivered to the client devices.

Content Acquirer. Provides content ingest and storage functionality. Supports a pull-and-push-based model to ingest content from a variety of sources, including the web.

Service Router/Proximity. Handles client requests for content and determines the best Service Engine to deliver it based on proximity, load, and health states.

Internet Streamer. Deliver content via HTTP to client devices using static or progressive downloads, or using content streaming.

CDS-IS Interfaces

- **Geolocation.** Support off-net proximity and geo-blocking.
- **Wireless Networks (3G/4G/Wi-Fi).** Support portable client devices.
- **Landline Networks (Cable/xDSL/FTTH).** Support traditional subscription-based services.

Soft Client

Keep your subscriber's world of devices, whether **On-the-Go** with mobile phones, iPads, and PC tablets, or in the **Videoscape Connected Home**, current with state of the art video technology. Prepare client devices for future state-of-the-art video technology with the Videoscape *no-regrets* platform.

Soft Client Interfaces

- **Wireless Networks (3G/4G/Wi-Fi).** Support portable client devices.
- **Landline Networks (Cable/xDSL/FTTH).** Support traditional subscription-based services.
- **Ad Decision Server.** Support flexible ad campaign rules.



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