

# The Explorer 8000 DVR Platform

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## Nothing Can Stop You Now



### You've Never Had Such Attainable Goals

**Improve subscriber satisfaction. Attract new subscribers.  
Reduce churn. They're not impossible challenges anymore.  
Not since you've been able to deliver DVR with the  
Explorer® 8000™ home entertainment server.**

Just take a look at the facts. 70% of Explorer 8000 DVR users are more satisfied with their cable operator since getting DVR service. 93% would recommend the Explorer 8000 to a friend. And 91% say they're likely to keep their DVR service. No wonder. Once people are able to control live TV, create a personalized library of content without a VCR, watch one program while recording another – and even watch two programs at once – they don't want to give it up.



# The Explorer 8000 DVR Platform



**The pristine picture quality of HDTV merges with revolutionary Digital Video Recording capabilities to enable consumers to watch whatever they want, whenever they want.**

## DVR Has Never Been Easier for Your Customers

The Explorer 8000 is the only integrated DVR set-top commercially available for the cable industry that combines DVR with the ability to watch and record two programs simultaneously. So, your customers can enjoy all the advantages of DVR without spending hundreds of dollars on a stand-alone unit, and having to install a phone jack near the TV. And since the Explorer 8000 system has the same look and feel as our Guide, consumers will feel comfortable with it the first time they turn it on. It even uses the same parental controls and A/B/C key navigation tools.

The Explorer 8000HD™ is the only integrated HD DVR set-top available for cable. So, your customers don't have to choose between the extraordinary image and sound quality of HD and the capabilities of DVR – they can have it all.

## You've Never Had So Much Flexibility

The Explorer 8000 home entertainment server is designed to work on the same network as your other Scientific-Atlanta digital set-tops. So, you can roll it out – with or without HD capability – as quickly as you like, to as many customers as you like.

## What Are You Waiting For?

Now is the time to bring DVR to your subscribers. Analysts say that this is going to be the hottest HDTV buying season ever – and the people who buy those sets are ready to stick with the provider who can deliver the dream combination of HD and DVR. In short: the time for you to achieve all your goals is here. We at Scientific-Atlanta can help you do it. The wait is over. Contact your representative now to get started.

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