

## Scientific Atlanta's Explorer® 8300DVB™ PVR Set-Top



### Increase Enjoyment of Digital Video

Personal Video Recorders (PVRs) have revolutionized the video experience for consumers. With PVR, consumers have discovered they are no longer confined to a broadcast schedule – they can digitally record a program and watch on their own time, whenever they chose. The convenience and use of the PVR make it the new “must have” accessory for home entertainment systems. Our PVR series has been recognized across the industry for delivering innovative video recording capabilities to consumers.

Scientific Atlanta's Explorer® 8300DVB™ PVR Set-Top offers your operation distinctive PVR advantages that translate into service opportunities and a future-flexible digital foundation. Additionally, with Scientific Atlanta, you can leverage:

- More than 25 years of technology experience in the cable market
- More than 27 million digital interactive set-tops shipped
  - 6.0 million PVRs shipped
- Industry-recognized leadership

# Innovation

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## The PVR Advantage

Not only do PVRs offer consumers a superior television viewing experience, PVRs can also increase consumer loyalty to your service. Some research findings:

- 79% of PVR owners give the service very high marks (8-10, on a scale of 1-10) – with 50% rating the service a “10” for a high level of service satisfaction<sup>1</sup>
- 76% of PVR owners strongly agree that PVR is a good value
- Over 60% of PVR subscribers are more likely to keep their cable or DBS service because of PVR<sup>1</sup>
- 30% of PVR households said they first heard about PVR from a friend. PVR users have told 7 other people on average, causing 2 of those to acquire it<sup>2</sup>
- Consumers refuse to give up their PVRs – only 2% have stopped using their PVR in the past 12 months<sup>2</sup>

As a leading digital interactive technology company, Scientific Atlanta understands the challenges you face in today's highly competitive market. Digital interactive set-tops with PVR can help you expand your site's service portfolio.

- Increase video service options in your market
- Open new service opportunities for advanced service penetration by developing new digital service tiers
- Offer improved picture quality and sound with no analog “snow” or “noise” in audio or video feed

## Explorer 8300DVB PVR Set-Top Features and Capabilities

- Records up to three programs simultaneously while watching another (either live or previously recorded)
- 160 GB (80 hours) of hard disk drive storage
- Supports MPEG-2 and high-definition standards
- Optional dual SCART connectors
- 16 MB Flash / 64 MB SDRAM
- Supports PAL and NTSC video formats
- Security
  - DVB Common Scrambling Algorithm
  - DVB Conditional Access support (e.g. Nagra or others)
  - Smart Card Reader Slot
- Connectivity to external devices with USB 1.1 port
- Option SATA port for additional hard disk drive storage
- Optional independent Euro-DOCSIS™ 2.0 Cable Modem Module with 200 MHz Processor and one Ethernet output
- Virtual Multi-Room Capability
  - RF output with IR inserter allows second room to do PVR functions

## Learn More

Contact your representative today for additional information on how the Explorer 8300DVB PVR Set-Top can help you achieve your business goals, boost revenue and reduce customer churn.

<sup>1</sup> Source: Leichman Research Group, “Study of VOD and PVRs,” June 2006

<sup>2</sup> Source: Forrester Research, “Mind of the DVR User,” August 2005

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