



## **INFORMATION PRESSE**

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## **Scientific Atlanta étend son leadership en MPEG-4 AVC/MPEG-2 numérique**

*Cette nouvelle plateforme d'encodage et de décodage permet d'économiser plus de 40 % de la bande passante.*

**Issy les Moulineaux, le 15 septembre 2006** – Scientific Atlanta, une filiale de Cisco Systems, lance la nouvelle version de son encodeur de compression vidéo MPEG-4 ainsi qu'un nouvel ensemble de récepteurs/décodeurs numériques qui permettront de fournir la flexibilité et la haute qualité vidéo nécessaires aux services de télévision numérique les plus récents.

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The next-generation encoders (models D9054™ and D9034™) deliver up to 40 percent improvement in bandwidth savings compared with previously deployed MPEG-4 AVC encoders. These Scientific Atlanta AVC encoders are now available and support integrated picture-in-picture (PIP) and capped variable bit rate (VBR), using a powerful single-slice, dual-pass architecture. Among the four new IRDs is an MPEG-4 AVC HD decoder to provide expanded flexibility for operators through a modular architecture that supports a variety of input and output configurations. The new IRD (model D9887™) supports new DVB-S2 modulation technology for up to 30 percent bandwidth improvement over satellite links.

"Across Europe, the launch and expansion of digital video services are continuing at a rapid pace," said Dean Rockwell, vice president and general manager of Digital Media Networks. "Scientific Atlanta's single-slice MPEG-4 AVC HD encoding architecture allows us to continue to improve the encoding efficiency over the long run, thereby allowing operators to deploy services at lower bit rates without compromising video quality.

"The MPEG-4 AVC encoding standard allows for significant improvements over time, so it is crucial that operators deploy encoders today that have the ability to capitalize of these improvements," added Rockwell.

**D9054™ AVC High-Definition [Encoder](#)** - MPEG-4 AVC HD, 4:2:0 encoding (immediate availability)

**D9034™ Standard-Definition [Encoder](#)** - MPEG-4 AVC SD /MPEG-2 SD 4:2:0 encoding (immediate availability)

**New D9852™ Dual Decrypt Program Receiver** - SD, 4:2:0 (commercial availability January 2007)

**New - D9844™ Distribution [Decoder](#)** - MPEG-2 SD, 4:2:0 decoding (immediate availability)

**New - D9846™ Contribution [Decoder](#)** - MPEG-2 SD, 4:2:2/4:2:0 decoding (immediate availability)

**New - D9887™ Professional Modular Receiver** - SD/HD MPEG-2 4:2:0/4:2:2; SD/HD MPEG-4 4:2:0 decoding; DVB-S2 (immediate availability)

Scientific Atlanta will display these encoders and IRDs at IBC2006 at the Cisco/Scientific Atlanta booth #1.471 in Amsterdam, 8 - 12 September.

*\*\*Media Requests: To request an at-show briefing with a Scientific Atlanta executive attending IBC2006, 8-12 September, please contact Lorraine Emmett at Emmett & Smith at +44 207 819 4800 or e-mail [Lorraine.Emmett@emmettandsmith.com](mailto:Lorraine.Emmett@emmettandsmith.com).*

### **About Scientific Atlanta**

Scientific Atlanta, a Cisco company, is a leading supplier of digital content contribution and distribution systems, transmission networks for broadband access to the home, digital interactive set-tops and subscriber systems designed for video, high-speed Internet and voice-over-Internet-Protocol (VoIP) networks, and worldwide customer service and support. Scientific-Atlanta, Inc. is a wholly owned subsidiary of Cisco Systems, Inc. More information about Scientific Atlanta is available at: Scientific-Atlanta Europe NV <http://www.saeurope.com> and Scientific-Atlanta Corporate <http://www.scientificatlanta.com>.

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### **À propos de Cisco Systems**

Cisco Systems, Inc. (NASDAQ : CSCO), est le premier fournisseur mondial de solutions réseaux pour Internet. Toutes les informations relatives à Cisco sont disponibles à l'adresse <http://www.cisco.com>.

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