

Cue Router

Optional Element of ACM GigE DPI

- Ad insertion cue flexibility
- Enhanced system redundancy
- Support blackout broadcasts

The ARRIS Cue Router 1.0 product enables broadband services providers to insert advertising spots into broadcast streams that do not have SCTE 35 cueing messages. Cue Router serves the need of having source cues and a means to deliver them to needed channels. The Cue Router receives cues from ad servers (sources) that extract them from a network broadcast and forwards them to other ad servers (destinations). This enables broadband service providers to increase revenue by inserting advertising into channels that previously could not support ad insertion.

Features:

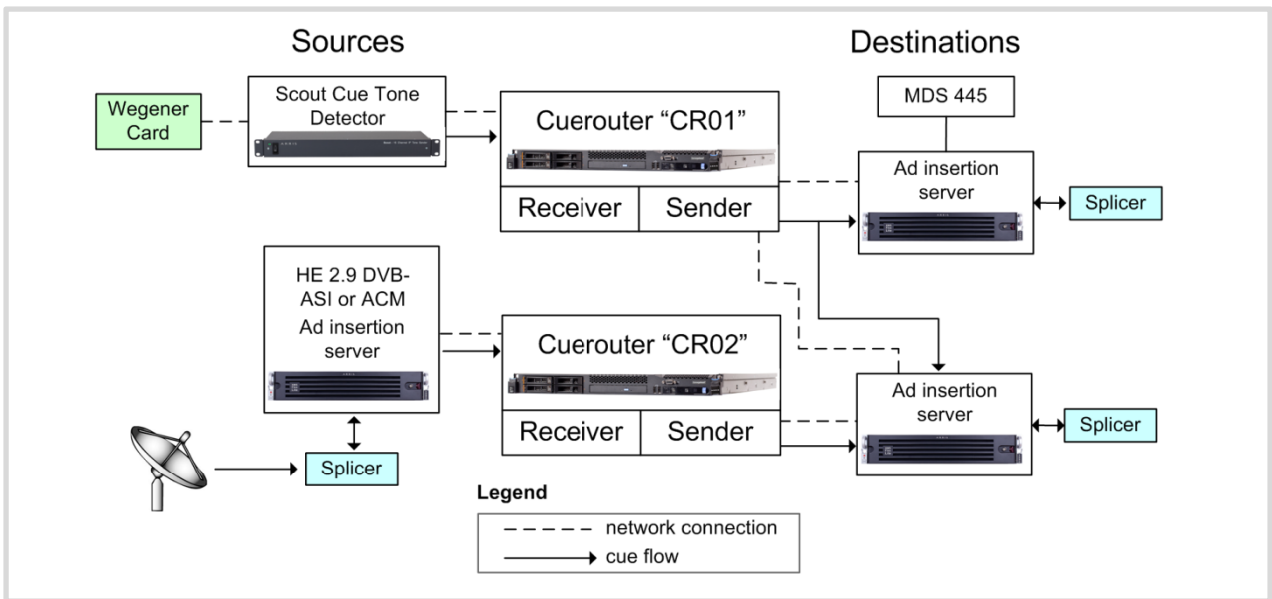
- Enhances system fault tolerance by providing redundant cue sources
- Enables local ad insertion on a channel that does not include local ad cues by replicating existing cues and inserting them into the channel
- Supports blackout broadcasts
- Replaces ToneSender software
- Serves a number of sites at a central location and is not needed at each Headend
- There can be up to 3 Cue Routers in an ARRIS ad insertion system
- Detects if a cue source, such as Scout DTMF Cue Tone Sender, is out of contact and attempts to restore communications periodically until the connection is reestablished.

Cue Router Digital Program Insertion via Gigabit Ethernet

Applications

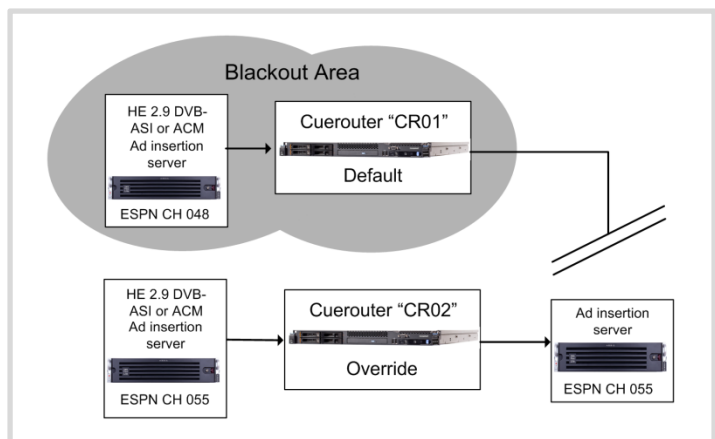
Cue Router Redundancy

Cue Router 1 (CR01) is receiving cue request messages from an analog ad insertion server. The analog insertion server is getting cues from an MDS445 switch. CR01's receiver process gets the cues by listening to a user-configured port on the cuerouter server. CR01's sender process then passes the cues through its destination port to any Headend ad insertion servers that are configured to listen to that destination port. In this case, CR01 is serving both an analog insertion server running HE Kit 2.9 and an ACM GigE Digital Program Insertion server. Cue Router 2 (CR02) is receiving cues from a digital DVB-ASI Headend insertion server that is getting embedded cues from a digital broadcast stream by way of a splicer. In this case, the digital cues are sent to a ACM 2.0 Headend insertion server. Digital cues could also be sent to another DVB-ASI digital Headend insertion server or an analog Headend.



Cue Router Broadcast Blackouts

On a network level, you can configure Cue Router to override cue acceptance from specified sources. Suppose the ACM insertion server is configured to accept cues from Cue Router CR01 as its default source, but has CR02 available as an alternate for ESPN cues. If ESPN were broadcasting a sporting event that was blacked out for the area served by CR01, 2.9 or ACM Headend would receive ESPN cues from CR02 outside of the blackout area.



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