



ConvergeMedia™ SkyVision

Advertising Management Suite



- Advertising Insertion System
- Market Leading Broadcast Advertising Management Suite
- Efficient Scheduling, Monitoring & Reporting
- Reliable Ad Distribution Methods
- Multiple System Interface Display Options
- Traffic and Billing Support
- Virtually Interconnect with advertising partners
- Highest Quality with lowest Capital and Operational Expense
- Enables ad targeting by Geography
- Automated Ad ingest systems

With over 10 years in the linear advertising market, ARRIS has the experience and acclaimed knowledge of servicing most of the top MSO's in the industry and holds the greatest market share with over 40,000 channels of DPI in the field. ARRIS supports operators who are currently in a complete digital environment, as well as operators who are just starting the transition from analog to digital. ARRIS DPI solutions are flexible and can easily accommodate operators with various infrastructures.

ARRIS was the first developer of Digital Program Insertion and continues to maintain high visibility on SCTE, NAB, and NTSC Standard Committees for advanced digital television technologies. ARRIS implemented the first deployment of a DVB-ASI system back in 1999, which was nearly 3 years before the first standard was even written.

With the increase in digital penetration and the ability to offer many more channels on digital than analog, almost all new channel launches will be on digital. As cable customers are transitioning to digital TV services, operators need the ability to insert local advertising on the digital tier to maintain and grow ad revenues. The challenge operators face is reaching digital and analog subscribers, and serve local and national advertisers without duplicating ad insertion infrastructure.

The ConvergeMedia SkyVision Advertising solution was developed and designed to automate processes by managing all insertion types from a centralized headquarters, managing up to 3,000 channels with ConvergeMedia Distribution Platforms.

Now leading the industry with Gigabit Ethernet delivery, ARRIS remains in the forefront and continuously innovates and develops new means of revenue for service providers, with reduced capital expenditures.

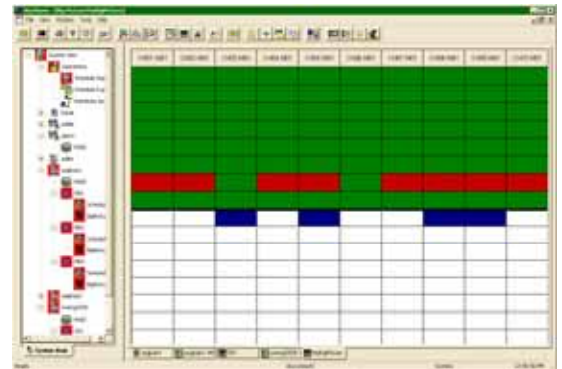
ConvergeMedia™ SkyVision Advertising Management Suite

Increased Visibility with Simplified Operations

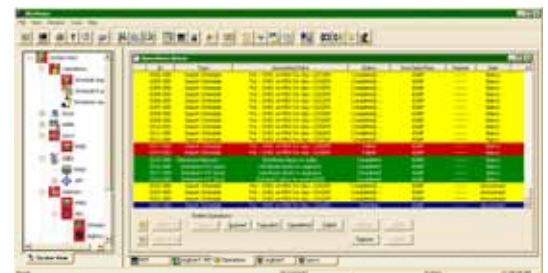
The ARRIS ConvergeMedia SkyVision Advertising Management Suite is comprised of two major components—the SkyVision Operations Console and SkyVision Headquarters (HQ). The SkyVision HQ coordinates the interactions between the SkyVision Operations Console, the traffic and billing systems, the content sources (encoder and archives), transcoding components, and the Ad Server. The SkyVision Operations Console is responsible for system and content management, with advanced reporting capabilities. The SkyVision Advertising Management Suite simplifies a complex monitoring and management task by automatically importing schedule files from the traffic and billing system and distributing them to ad servers. SkyVision monitors system health and performance. Through the SkyVision Interface, operators can monitor run rates and schedules to keep tabs on the system and event status. If a scheduled operation fails or the content for a spot is missing, SkyVision presents alerts in time to correct the problem before revenue is impacted.

SkyVision solutions benefit from ConvergeMedia Pulse, the ARRIS proactive monitoring and unified reporting tool that measures and reports system health and performance across multiple sites. ConvergeMedia Pulse gathers system information, develops cross-site engineering and marketing reports, archives configurations, and provides utilization analysis and recommendations. Taken together, this enables SkyVision users to optimize resource use and drive down operating expenses. ConvergeMedia Pulse also supports 'predictive troubleshooting' to address constraints before they become issues and enables rapid resolution of issues that arise.

ARRIS Digital Program Insertion lets operators reach customers from the same platform, with digital-to-analog and digital-to-digital streaming. ARRIS digital cueing helps to protect against lost insertion opportunities. Virtual Interconnect Solutions give operators new ways to attract local, regional and national advertisers, enabling multiple operators to work in partnership. ARRIS helps take advertising to the next level with continued market leading product growth, giving operators the competitive edge to retain optimum revenue.



Big Picture View: Displays system status using a color coded graph that is updated every 60 Seconds—primarily used to monitor spot play.



Operations Queue View: Displays all operations for a configured set period of time—primarily used to monitor or edit schedule operations.

For more information regarding ConvergeMedia SkyVision Advertising Management Suite, please visit www.arris.com

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