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Buckeye CableSystem Chooses Motorola U-EQAM Solution for VOD and SDV Services

The Motorola APEX3000 supports SDV, VOD, and DOCSIS services in a fully redundant, high-capacity, cost-effective platform

HORSHAM, Pa. –March 27, 2013– [Motorola Mobility](#) today announced [Buckeye CableSystem](#) has chosen the [Motorola APEX3000](#) as a fully redundant edge Quadrature Amplitude Modulator (EQAM) solution for Switch Digital Video (SDV) and Video On Demand (VOD) services. The platform provides a unique migration path to achieving a Converged Cable Access Platform (CCAP) architecture in the future, which will streamline the process of delivering high-quality IP video to customers.

“At Buckeye, we are committed to providing our users with a wide range of content – from on demand to broadcast. Motorola’s APEX3000 allows us to do so reliably, quickly and cost-effectively,” said Jim Brown, VP of Engineering for Buckeye CableSystem. “We are confident the Motorola APEX3000 will support our growing needs now and into the future.”

The APEX3000 Universal Edge QAM (U-EQAM) offers market-leading density. The Motorola APEX3000 supports 384 QAM channels per RU or a total of 1536 QAM channels per 4 RU chassis. With up to 48 QAM channels per RF port, the APEX3000 provides plenty of future growth capacity. Service providers are able to choose the number of channels and ports that fit their needs, which translates to lower costs and increased energy savings for them, and more programming options (VOD, SDV, nDVR, etc) for their customers. The APEX3000 also reduces power per QAM by 72% (<1W per QAM at maximum density) and features 12 10GigE ports – eight primary ports and four back-up – empowering operators to ingest enough content to fill every QAM channel with unique narrowcast content if needed.

“With consumers demanding more top-quality content on more screens, an increasing number of service providers are looking to CCAP to combine data and video delivery as a first step in the migration path,” said Joe Cozzolino, Senior Vice President and General Manager, Network Infrastructure Solutions, Motorola Mobility. “With the APEX3000, we are bringing our customers one step closer to achieving a future-proof and robust CCAP architecture, while providing cost savings and ease of mind in the present.”

The Motorola APEX3000 was recently honored with a [BTR Diamond award](#). The judges called the platform “edgy,” giving it high honors for performance, density and redundancy.

Buckeye CableSystems plans to deploy Motorola APEX3000 equipment in Q2 2013.

For more information on Motorola’s APEX3000, please visit www.motorola.com/apex3000.

About Buckeye CableSystem

Buckeye Cable System, Inc. is the largest cable firm operating in the Toledo area. It was founded in 1965 and is the second oldest continuously-owned large-city cable system in the U.S. In December, 2011, Buckeye CableSystem was singled out by Communications Technology magazine as System of the Year for its accomplishments in technical advancement, customer service, and a number of other areas. In 2010, Buckeye CableSystem was named one of the top ten Best Employers in Ohio. Buckeye is a wholly owned subsidiary of Block Communications, Inc. For more information, visit buckeyecablesystem.com.

About Motorola Mobility

Motorola Mobility, owned by Google, fuses innovative technology with human insights to create experiences that simplify, connect and enrich people’s lives. Our portfolio includes converged mobile devices such as smartphones and tablets; wireless accessories; end-to-end video and data delivery; and management solutions, including set-tops and data-access devices. For more information, visit motorola.com/mobility.

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