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## Moto4You Visits Moscow to Present a Vision of the Future of TV

### New Set-Top Devices, IP Network Technology, Innovative User Experiences and Advanced Video Compression; Driving the Evolution of TV across EMEA

MOSCOW – October 1, 2012 – For nearly 70 years, Motorola Mobility has pioneered the future of the connected home – from digital TV to the first wireless cable modem to modern home automation services. Today, Motorola's Moto4You event comes to Moscow to present a vision of the future of TV to Russian customers, partners and key regional influencers.

"Russia is an important and growing market for us on the Home side of Motorola's business. We continue to innovate alongside some key strategic customers and partners in the region and, at our Moto4You event in Moscow, we'll be discussing the fruits of these relationships and how we're driving the future of TV for service providers across EMEA." said Steve McCaffrey, EMEA General Manager, Motorola Mobility Home.

Being discussed at Moto4You:

#### Regional Strategy

How Russia has become a key strategic market for Motorola's Home division and how Motorola is working with some of Russia's premier operators and service providers to create exciting and compelling new services for Russian consumers. Motorola will share insight into how Russian customers benefit from tailor-made solutions – designed with Russia's specific requirements in mind – and strong technical support provided by Motorola's 200-strong Research and Development, located in Saint-Petersburg.

#### New Set-Top Technology

At IBC 2012, this September, Motorola launched a range of new IP and cable set-top boxes designed to meet consumer demand for multi-screen, over-the-top (OTT) and time shift TV, while reducing energy use and maintenance.

Being demonstrated at Moto4You, these new IPTV set-tops build on the global success of the KreaTV application platform, an open system that ensures flexibility in deployment as well as smooth systems integration. Each supports high-quality IPTV services such as HD broadcast, time shift, on-demand, OTT, and interactive applications. Motorola will show how Russian service providers, such as Rostelecom, are gaining competitive advantage with the use of Motorola's IPTV set-top boxes to offer rich entertainment services to their customers.

In addition, new Microsoft® Mediaroom® supported set-tops offer better choice, and energy efficiency with new SoC (System on a Chip). At Moto4You, delegates will learn how leading Russian telecommunications provider VimpelCom Ltd. has expanded its portfolio of set-top boxes with the addition of two Microsoft® Mediaroom® set-tops, which is allowing the company to expand its subscriber base through the development of new revenue-generating services. Cable operators, too, have a new range of hybrid and HD set-tops that offer DVR capabilities and increased choice for the cost-conscious.

#### New HFC Entrants for Russian Cable Operators

Motorola will launch a whole new HFC line of products meeting the growing demand of affordable yet top quality product for the Russian cable market. At Moto4You, Motorola will present its new smart amplifiers and mini-nodes, together with latest technology and very high density PON optical amplifiers. Also new is a ruggedized and field-hardened solution for backhauling Carrier Ethernet services over a standard HFC optical network. Motorola looks to differentiate in this established market by exceeding customer needs with products that are technically superior in capability and quality, whilst addressing the cost effectiveness that Russian cable operators require.

#### Wireless Bridge Innovation

Motorola is also showcasing how TV consumption is changing within the home – and how service providers can now offer their customers a way to view their content in any room, with no interruption. Motorola will be demonstrating how its VAP2400 is extending video consumption into any room in the house – enabling consumers to take interactive TV and video on demand to TVs and other IP-enabled devices regardless of walls and with no unsightly wires.

#### Medios Multi-Screen Software Suite

Consumer demand for access to content on any device, anytime, anywhere continues to explode, presenting a tremendous opportunity for service providers to extend and brand content beyond the traditional TV set. Motorola's Medios Multi-Screen Software Suite enables service providers to develop multi-screen offerings faster, to differentiate and brand the experience, and to monetize more content. With a modular approach, the Medios suite of products (including Medios DreamGallery™, Medios Merchandiser, Medios VideoFlow CMS and Medios SecureMedia®) can be deployed together in a full solution, or integrated one at a time to evolve a service provider video platform piece by piece.

Medios continues to attract top-tier customers. In June, Bouygues Telecom deployed Medios Merchandiser and, last month, Motorola disclosed a key customer win with Verizon for Medios SecureMedia HLS+, with plans to announce more, on a global front, in the months ahead.

Medios DreamGallery™ – Next generation HTML5 TV experience. Using DreamGallery's unique Portal Server and Software Development Kit (SDK), service providers can offer an on-screen interface that can be customized to each subscriber and updated on-the-fly to include new services, features and applications. DreamGallery will also allow them to deliver the first consistent TV Everywhere experience across multiple devices.

Medios Merchandiser – Medios Merchandiser enables personalised catalogue marketing across multiple screens – including video, music games and applications – with sophisticated marketing tools and an intelligent recommendation engine based on the user's preferences and transaction history. With Medios Merchandiser, service providers now have a way to evolve multi-screen marketing and increase revenues.

Medios VideoFlow CMS – Helps service providers tackle the challenge of the increasing workload on the video operations department from the ever growing content catalogue and the added complexity of multi-screen video services. Medios VideoFlow CMS is the latest-generation of the successful VideoFlow product. It uses workflow management to automate the ingest and processing of live and on-demand content and metadata, while ensuring compliance to content rights contracts.

Medios SecureMedia® Encryption ONE™ HLS+ – Motorola has added its award-winning SecureMedia digital rights management technology to the HLS adaptive video streaming specification to meet the stringent security requirements of Hollywood studios and major broadcasters for licensing and distribution of their premium content over the Internet to connected devices.

#### Advances in Video Processing

Motorola continues advances in video processing technology that delivers the highest quality video, bandwidth efficiencies and dramatically improve deployment economics to European operators. At Moto4You, Motorola will be demonstrating how its high-density MPEG-4/AVC video processing empowers service providers to deliver the best video experience possible based on their network requirements:

- ST-6000 Series Transcoder – Motorola’s new ST-6000 series transcoder supports evolving network needs while reducing overall costs and rack space consolidating up to 12 channels of MPEG-2 or MPEG-4 onto a single 1RU platform. The ST-6000 offers flexible channel configurations for significant capital and operational savings and a highly simplified deployment model.
- 10Gig Cherrypicker – The CherryPicker® Application Platform (CAP) represents leading-edge IP-based solutions for today’s high-density digital video applications for Digital Program Insertion, Ad Decision Management, rate shaping, and stream conditioning. Motorola is addressing the proliferation of 10G networking with an upgrade to the CAP-1000 standard configuration that includes 10G I/O networking support, reducing complexity —as the CAP-1000 can be connected directly to core networking gear—and greater flexibility in traditional DPI and multiplexing applications.
- Motorola SE-6000 transcoder will be demonstrated at Moto4You – utilizing perceptual video processing (PVP) technology it delivers exceptional video quality for a given bandwidth, or increases the number of video channels in a given bandwidth with no loss of quality.

#### **Developments in Video Headend Technology**

Consumers can’t get enough on-demand content. Substantial VOD growth and new network-based DVR demands have increased delivery needs for narrowcast video. To meet this demand, Motorola has developed the APEX3000 Universal Edge QAM.

The APEX3000 Universal Edge QAM (U-EQAM) offers market-leading density. Motorola Mobility is leading the industry discussion on how today’s high-density U-EQAM solutions will migrate towards a CCAP architecture. The APEX3000 offers 8x the density supporting 288 DVB-C QAM channels per RU or a total of 1152 QAM channels per 4 RU chassis, saving rack space and power consumption (<1W per QAM at maximum density).

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#### **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](http://motorola.com/mobility).

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