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Motorola Presents the Future of the IP Connected Home at IBC2012

New Medios Multi-Screen Software, Set-Top Devices, IP Network Technology, and HEVC Advanced Video Compression On-Display — Hall 1, Stand D31

AMSTERDAM – IBC 2012 – September 7, 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. At [IBC2012](#), that tradition continues by combining today's consumer insights with smarter technology to prepare service providers for tomorrow's IP connected home.

"We've been ahead of the curve with many 'world's firsts' in the digital home," said Steve McCaffrey, EMEA General Manager, Motorola Mobility Home. "As the market continues to evolve and consumers adopt new ways of consuming content, we're stepping up once more to lead the next digital revolution. At IBC2012, we're showcasing the technology that will drive the future of TV and the smart, simple connected home."

New Set-Top Technology

Motorola is launching [new IP and cable set-top technology](#) designed to meet consumer demand for multi-screen, over-the-top (OTT) and time shift TV, while reducing energy use and maintenance.

The [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.

<http://mediacenter.motorola.com/Press-Releases/Motorola-Mobility-Licenses-Comcast-Software-to-Expedite-Next-Gen-Video-Services-Delivery-3b87.aspx>

In addition, new Microsoft® Mediaroom® supported set-tops offer better choice, and energy efficiency with new SoC (System on a Chip). Elsewhere on the Motorola Stand (Hall 1, D31), cable operators can expect to see new hybrid and HD set-tops that offer DVR capabilities and increased choice for the cost-conscious.

Motorola is also showcasing how the set-top is evolving... getting smarter and more connected, as the number of connected devices is [predicted to increase to +24 billion by 2020](#). Motorola's video gateways mark the set-top's evolution into the Entertainment Hub of the Living Room – morphing into the center of the IP connected home and connecting the consumer's content universe. The future of the set-top is just one example of how Motorola is driving the evolution of TV and a smart, simple connected home through innovative hardware and software technologies.

Others include:

HEVC – The New Video Standard

Motorola Mobility will be demonstrating the revolutionary HEVC (High Efficiency Video Coding) video compression technology, which will transform the viewing experience across multiple platforms. For providers looking to stake a claim in the True Entertainment Everywhere landscape, HEVC represents a major breakthrough in the way video delivery can be managed and improved. Motorola Mobility's advanced scientists and engineers are leveraging HEVC to develop a standards-based wireless and multi-screen solution for a diverse base of service providers worldwide.

Motorola Mobility showcased the first HEVC demonstration to global service providers in May 2012.

HEVC video compression technology reduces bandwidth by 50 percent in comparison to MPEG4 AVC/H.264 – while still delivering similar video quality. HEVC provides stunning video resolution in the home and makes HD video over wireless links (Wi-Fi or cellular) much more practical and attainable for service providers. Additionally, HEVC can be a significant factor in dramatically reducing storage costs for in-home and networked DVRs.

This revolutionary compression technology was jointly developed by ISO/IEC Moving Picture Experts Group (MPEG) and ITU-T Video Coding Experts Group (VCEG). Motorola's HEVC demonstration builds on its heritage of network innovations and the importance of video compression in driving the evolution of TV. Motorola is part of the committee that developed the HEVC standard, and has been an active contributing member of MPEG2 (1993) and MPEG4 (2003) standards.

Visit Hall 1, Stand D31 to see a powerful side-by-side comparison of HEVC and MPEG4 AVC/H.264.

Medios Multi-Screen Software Suite

Motorola unveiled its early vision for converged media experiences two years ago when it launched the Medios Multi-Screen Software Suite. Since then, Motorola has continued innovating the Medios platform and will showcase its latest advancements at IBC2012, including Medios DreamGallery™, Medios Merchandiser, Medios VideoFlow CMS and Medios SecureMedia®.

Consumer demand for simple and continuous access to content will continue to explode, presenting a tremendous opportunity for service providers to extend and brand content beyond the traditional TV set. With a modular approach, Medios enables service providers to develop multi-screen offerings faster, differentiate and brand the experience, and monetize an infinite array of content—ultimately enabling consumers to view their content on any device, anytime, anywhere.

Medios continues to attract top-tier customers, due to its flexibility, open approach and industry-leading advanced video security for multi-devices. In June, [Bouygues Telecom](#) deployed Medios Merchandiser and this month, Motorola disclosed a key customer win with [Verizon for Medios](#), and plans to announce more, on a global front, in the months ahead.

· **Medios DreamGallery™** – HTML5 & Home Cloud Technology. DreamGallery is to TV what search and discovery was to the Web. Discover next-generation TV that's as personalized, dynamic and rich as the Internet. 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 screens.

· **Medios Merchandiser** – Medios Merchandiser enables personalised catalog marketing across multiple screens – including video, music games and applications - with 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 manage and grow their on-demand catalog to include music, games, Web content and enhanced TV applications. Medios VideoFlow CMS is the latest-generation of the successful VideoFlow product and uses automated workflows and secure digital rights management to help service providers deliver these assets across multiple screens. It also addresses consumers' demand for an infinite library of content.

· **Medios SecureMedia® Encryptonite ONE™ HLS+** – A streamlined process for service providers to ingest, transcode and securely deliver live and on-demand content via standard HTTP methods and infrastructure to today's smartphones, tablets, game consoles, and connected TVs and Blu-Ray players.. SecureMedia has added layers of its

award-winning Encryptonite ONE™ digital rights management protection to the specified HLS encryption method to meet the stringent security requirements of Hollywood studios and major broadcasters for licensing and distribution of their premium content.

Managed Home Solutions

End-to-End Solutions for Connected Home Services. Motorola's Managed Home Solutions – including the award-winning 4Home platform – provide a full-service suite of platform, network and cloud-based tools for enabling connected home services that help consumers save time, energy, and money via remote monitoring and control of their home.

High-Density 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 IBC2012, 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.

Motorola's latest video processing innovations that will be on display at the show include:

- ST-6000 Series Transcoder – Motorola's new ST-6000 series transcoder supports evolving network needs and headend requirements – while reducing overall costs – by delivering the highest-quality video per channel within a given bandwidth...or increasing the number of video channels in a given bandwidth with no loss of video quality. The ST-6000 offers flexible channel configurations for significant capital and operational savings and a highly simplified deployment model. With options to consolidate up to 12 channels of MPEG-2 or MPEG-4 onto a single 1RU platform, the ST-6000 provides an up to 80 percent reduction in power consumption and up to 90 percent savings in overall headend space requirements compared to single channel transcoding solutions.

Motorola Appearances at IBC2012

As a leading provider of network operations solutions, Motorola will address cable providers' key challenges in scaling overstretched networks over the course of two presentations. Learn how to prepare for the CCAP revolution and what technologies are available today to help drive bandwidth efficiencies.

- Home Product Architect, **Mike Gannon**, will speak on "[Delivering the Capacity Requirements of Next-Generation Cable Networks](#)" in the Advances in Technology Stream in the main conference hall on **Monday 10th September @ 14:00 – 15:30**
- CTO Customer Architecture Team, **John Ulm**, will present themes from his technical paper "[Managed IP Video Service](#)" during the 'Future Zone' reception on Friday 7th September 16:00 – 18:00
- Vice President and GM, Home Business EMEA, **Steve McCaffery**, will join panelists from Opera and Comigo, along with moderator Martin Bryant, Managing Editor of The Next Web to discuss "[The Changing Face of TV](#)" at Stand 14.365 on Sunday 9th September 15:30. Arrive at 15:15.

For more Motorola Mobility activity @ IBC2012, visit Hall 1, Stand D3, view our [press kit](#), follow our blog @ [MediaExperiences2Go](#) or follow us on Twitter @ [Motomedia2go](#).

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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