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Time Warner Cable Selects Motorola EDGE to Manage the IP Connected Home

Time Warner Cable and Motorola Mobility lead cable industry in shift to TR-069 device and service management for smarter, simpler connected home experiences

ORLANDO, Fla. – SCTE Cable-Tec Expo 2012 – October 17, 2012 – Time Warner Cable is working with [Motorola Mobility](#) to deploy Motorola's EDGE Manager across its U.S. subscriber base. The move represents the first nationwide deployment from a tier-one cable operator into next-generation device management for the IP connected home—helping to ensure a smarter, simpler connected home for subscribers.

"We chose Motorola EDGE to make the connected home experience as seamless as possible for our subscribers," said Howard Pfeffer, Senior Vice President of Broadband Engineering and Technology at Time Warner Cable. "Motorola EDGE gives us the capabilities we need to provide our subscribers with the best possible experience on all of their screens. It lets us deliver this quality experience, while scaling to the largest number of users with minimal overhead, addressing the growing number of devices in the home, and allowing our teams to deliver better customer service."

Motorola EDGE Manager sets a high bar for device management and delivers an advantage in multi-screen deployments. It provides seamless unified management of data and video services enabling Time Warner Cable to deploy and manage both traditional and IP-based services. Motorola EDGE Manager is optimized to manage complex device applications, like multi-screen video in parallel with Wi-Fi gateways. It also lets operators, such as Time Warner Cable, see these devices operating in real-time so that they can identify and address issues before they affect consumers.

EDGE Manager isn't just a better, more scalable device management solution; it's a way for operators to be proactive about ensuring a quality experience for subscribers. And that's the future of the smart, simple connected home.

"Motorola and Time Warner Cable share a vision for an IP connected home that addresses the complexity of today's networks, while keeping an eye on the future," said John Burke, senior vice president and general manager, Converged Solutions, Motorola Mobility. "Motorola EDGE Manager enables improved consumer experiences in an increasingly crowded home ecosystem, and it's ready for the demands of tomorrow's multi-screen environment. EDGE is already responsible for managing more than **20 million devices** around the world, and with Time Warner Cable, we're growing our footprint to millions more and taking a leading role in bringing the cable industry through the shift to IP."

About Motorola EDGE

Motorola EDGE Manager is a multi-protocol service management solution that supports the Broadband Forum's TR-069, SNMP, OMA-DM, Microsoft Mediaroom, Motorola Aloha, Telnet and HTTP communications protocols. EDGE Manager's standards-based versatility gives operators expanded visibility into a range of in-home equipment (including Motorola and third-party modems, gateways, set-tops and mobile devices) and enables them to manage those devices' usage and performance parameters from a single control point. With superior integration capabilities into the operator's existing OSS and billing systems, EDGE Manager can efficiently scale to support tens of millions of devices in a single instance or deployment.

Cable operators are facing a mounting challenge: subscribers' home networks are expanding with the proliferation of connected devices. The average household has 2.5 set-tops and three TVs* not to mention a growing stable of computers, tablets, smart phones and gaming consoles. Motorola EDGE Manager leverages over a decade of experience in device and service management to help ensure consumers' quality of experience while delivering operational efficiencies for service providers.

The bottom line: lower costs, fewer calls, happier customers.

For more information on Motorola EDGE, please visit the [product page](#).

For more on Motorola @ [SCTE Cable-Tec Expo](#), please visit our [virtual press center](#) or stop by the Motorola **Booth #2812** to see a demonstration of Motorola EDGE.

Please visit our blog, [MediaExperiences2Go](#) and follow us on Twitter @ [Motomedia2go](#) and [#scteExpo](#).

* Reference: SNL Kagan 2012; Nielsen 2011

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](#).