

# Aurora Networks Sees Cable Opportunity to Capitalize on Emerging Trends

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## As a Cable-focused Equipment Vendor, Company Poised to Support Industry in Current Environment

**SANTA CLARA, Calif. - Feb 22, 2011** - In an industry where new challenges and opportunities are rapidly occurring, cable operators can capitalize on resulting ramifications for market share. Aurora Networks, Inc., the only optical transport solution provider focused on delivering a cost-effective, optimized platform for next-generation cable services, continues to monitor these developments to help cable operators leverage new opportunities.

"With a strong legacy in video, the cable industry has a clear advantage in today's environment," said John Dahlquist, vice president of marketing, Aurora Networks. "In our conversations with cable operators, we can see the industry opportunities increasing at an unprecedented rate."

Aurora Networks cites several examples that present both challenges and game changing opportunities for cable operators including:

**1. Operators will continue to need to increase bandwidth per subscriber.**

The demand for high-definition TV (HDTV) channels, 3DTV, and video-on-demand (VoD) services coupled with the increasing number of Internet video downloads has increased pressure on bandwidth.

**2. The 3Ds, interactivity and emerging services will create new challenges and industry focus on delivering Quality of Service (QoS) and ultimately Quality of Experience (QoE).**

The mix of both linear and non-linear services has one thing in common — the customer expects a very high QoE. With the growing popularity of services such as HDTV and VoD, customers have become increasingly QoE-savvy. And because overall quality directly touches customers, it is essential for cable operators to deliver the highest standards of QoS and QoE to maintain and expand their customer base.

**3. The need for strategies to deal with OTT, CDNs and the reality that we could all just become Communications Service Providers (CSPs).**

Gone are the days when it was a one-enemy battle against satellite providers. Today's cable operators are up against a number of new competitors ranging from newly converged service providers to emerging low-cost over-the-top (OTT) video offerings.

**4. Dealing with the migration to IP. How will DOCSIS services evolve?**

Cable is implementing DOCSIS 3.0 services as a cost effective answer to address the explosion in service bandwidth (both video and high-speed data); ultimately this will lead to an all-IP world. However, with the potentially high costs associated with a complete IP migration, cable operators

are wondering what's next after DOCSIS 3.0 deployments? The Converged Multiservice Access Platform (CMAP) is quickly becoming a platform that could potentially play a major part in the future solution.

**5. Will the real opportunity in commercial services be the cloud? Network challenges grow to be cloud-ready.**

Cable operators have long been looking to expand commercial services to best monetize their network with business customers. Cloud computing is the next big thing in enterprise computing — providing access to remotely-hosted IT applications and data. Operators can leverage this opportunity by using fiber and traditional HFC links to support cloud computing.

**About Aurora Networks**

Aurora Networks is evolving cable by focusing on innovative solutions that build future-proof networks to accommodate the cable subscriber services of today and tomorrow. Aurora Networks is the only pure-play optical transport solution provider that is focused solely on cable. Using its proven understanding of cable networks, Aurora Networks delivers unique solutions - such as its Fiber Deep architecture and digital return technology - to address specific issues of the cable industry. A technology leader driven by innovation and industry-firsts, Aurora Networks enables leading cable operators across the globe to compete with a cost-effective, optimized launch pad for next-generation cable services. To learn more about Aurora Networks' core cable solutions, please call 408-235-7000 or visit [www.aurora.com](http://www.aurora.com).

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