



IP Set-Tops Solutions (Global, Non-SCART Models)

Expand your video service offerings while creating value for consumers

At-A-Glance

Your customers are demanding new services quickly, and they want these services delivered on more and more devices. At Cisco, we call this the Connected Life at Home. The Connected Life at Home requires a deep integration between a provider's network and the home.

Cisco expertise in both network and customer premises technologies enables the differentiable services your customers demand. You can accelerate the transition from service provider to experience provider by evolving your network to a medianet. A medianet is an intelligent network optimized for rich media that is media, end point, and network aware to help ensure an optimal quality of the total experience. Cisco® IP set-tops are an extension of medianet and serve as media gateway enablers of the Connected Life at Home. When a medianet and IP set-tops function together, service providers have a foundation for innovative new multimedia experiences*.

We believe that the Connected Life at Home, enabled by Cisco, can deliver these benefits to your business:

- Strengthen your consumer offering by expanding the video services portfolio
- Open new revenue opportunities built around next-generation multimedia experiences that consumers can enjoy today and into the future

- And finally, maximize the efficiency of your network operations so that they are more intelligent, integrated, and cost efficient

Cisco brings the next generation of IP video to help your business address the increasingly divergent consumer demands. An IP-based network architecture enables wireline service providers the ability to interconnect and share content across multiple devices in the home. Cisco can supply primary elements of an end-to-end IP-based solution and enable true and integrated "quad play": video, voice, wireless, and data.

Cisco next-generation IP set-top solutions range from sophisticated high-definition (HD) IP set-tops that can securely distribute content, to next-generation HD models with digital video recording (DVR) options and whole home video capabilities. Applications enabled by our next-generation IP set-tops can include whole home DVR, and when combined with a Cisco xDSL IP Services Gateway, mobile video and remote content access.

Comprehensive IP Set-Top Solutions to Help You Differentiate

Cisco has applied more than 25 years of experience across set-top design and manufacturing; interactive software development and integration; and end-to-end testing and service support to our IPTV product portfolio.

We provide the IPTV set-top hardware. We then work with the wireline service provider, which determines the preferred middleware and conditional access solution (CAS) for its specific operation. Our objective is to support application solutions selected by our service provider customers. Our 30+ global IP set-top deployments to date include integration with the industry-leading middleware and CAS solution providers.

One unique feature of Cisco IP set-tops is our flexible architecture based on open standards and a two-stage bootloader process to enable cost-efficient migration to new software platforms.

Cisco offers a comprehensive portfolio of IP-only solutions designed to meet your business objectives. All IP set-tops in the series can enable service providers to support a wide range of video codecs, including MPEG-2, MPEG-4 Part 10/H.264 and VC-1 in both standard and high-definition formats.

Variations across available models include system-on-chip (SoC), middleware support, DVR capabilities and home networking support.

	 Cisco CIS330 Series	 Cisco CIS 430 Series	 Cisco CIS2000 Series	 Cisco ISB2000 Series	 Cisco ISB7000 Series
SoC	Sigma 8634	Sigma 8634	Sigma 8634	Broadcom 7405/7413	Broadcom 7405
Middleware/CA Platform	MSFT or Linux®	MSFT or Linux®	MSFT or Linux®	MSFT or Linux®	MSFT
Display	3 discrete LEDs, Power LED	3 discrete LEDs, Power LED	3 discrete LEDs, Power LED	3 discrete LEDs, Power LED	3 discrete LEDs, Power LED
Power Supply	External (in-line PSU)	External (in-line PSU)	External (wall mounted PSU)	External (wall mounted PSU)	External (in-line PSU)
DVR/HDD	No	Yes	NA	NA	Optional
Internal HPNA	Optional	Optional	NA	NA	Optional
Internal Wireless-N	NA	NA	NA	Optional	Optional



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Cisco CIS330 Series

The Cisco CIS330 Series was among the first IP set-tops deployed. It represents a powerful, yet affordable solution that enables service providers to deliver video and interactive services over IP networks. It is based on the Sigma 8634 SoC and is an HD digital interactive (or non-DVR) model. It supports a choice of leading middleware and conditional access (CA) solutions. Home networking is available through optional Home Phoneline Networking Alliance (HPNA).

Cisco CIS430 Series

The Cisco CIS430 Series is currently one of our most widely deployed models and features integrated HD/DVR functionality for a richer entertainment experience. Like the CIS330 Series, the CIS430 Series is based on Sigma 8634 SoC and supports a choice of leading middleware options and CA solutions.

DVR storage capabilities available range from 160GB to 320GB. Home networking is available through optional HPNA.

Cisco CIS2000 Series

The Cisco CIS2000 Series features a sleek, compact and modern design. It is based on the Sigma 8634 SoC and supports a choice of leading middleware and CA solutions. The series supports HD digital interactive (non-DVR) video services. An optional infrared (IR) extender allows consumers to install the CIS2000 set-top in an inconspicuous location.

Cisco Next-Generation ISB2000 Series

The Cisco ISB2000 Series offers the quality of HD digital video and interactive content in a compact footprint. This series incorporates an advanced Broadcom 7405/7413 SoC with more than double the processing power of previous generation set-tops on the market. This means that your operation can deliver more advanced services

to consumers, at the highest speed and video quality available. A Wi-Fi home networking option is also available.

Cisco ISB7000 Next-Generation Series

The Cisco ISB7000 Series is based on the Broadcom 7405 SoC and available in digital interactive only and HD/DVR options. DVR storage capabilities available range from 320GB to 500GB. Home networking is available through optional HPNA or WiFi. This series does not currently support Linux-based middleware.

Why Cisco

Cisco IP set-top solutions give you the power to create more social, more visual, and more personal user experiences, featuring in-home and mobile connectivity that helps your site battle the competitive pressures in the marketplace.

Our focus is to help service providers shape markets by creating differentiated consumer experiences. This role involves Cisco functioning as a strategic asset, teaming with our customers, and utilizing our expansive portfolio of IP video and architecture solutions to help:

- Scale video services to millions of subscribers
- Deliver next-generation consumer experiences enabled by advanced medianet technologies
- Support leading middleware platforms
- Integrate third-generation customer premises equipment (CPE) into the home to allow for more personal, more social, more interactive, and more connected media experiences both within and outside the home

Cisco brings these advanced IP set-tops and end-to-end video solutions to your site. We see the possibilities as boundless in the future with precision advertising, localized syndicated video, and network-based video time-shifting.

Cisco has been a proven leader in video and video system solutions for more than three decades. You can count on our knowledge and experience to deliver set-top solutions optimized for your operation. It's time to bring the assets of Cisco together so that your site can reinvent the home.

For more information about Cisco next-generation set-top solutions, contact your Cisco sales representative or email sales@cisco.com.

*Contingent on middleware and application support as determined by the operator.

For more information, visit us at www.cisco.com