

# NEWS & EVENTS

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## MEDIANET TECHNOLOGIES INCLUDING NEW CISCO SET-TOPS TRANSFORM CONSUMER EXPERIENCES FOR THE CONNECTED LIFE AT HOME

*Comprehensive Line of IP-Enabled Set-Tops Supports Cable Service Providers' Vision to Deliver More Social, More Personal and More Interactive Consumer Experiences*

WASHINGTON - The Cable Show 2009 - April 1, 2009 - Cisco today announced that it is partnering with cable service providers to deliver the Connected Life at Home, by transforming their networks into medianets. A medianet is a network optimized for rich-media. Medianets are end-point aware, media aware and network aware to ensure an optimal quality of the total experience while automating many aspects of configuration and optimization. A cable medianet infrastructure can now be extended into the home with Cisco's next-generation set-top boxes. These provide traditional cable services while enabling a new generation of services powered by Internet Protocol (IP) technologies. The Cisco Explorer® models, introduced at the Cable Show 2009, range from sophisticated high-definition DVRs providing whole-home video services to digital-only interactive set-top models.

Together with cable service providers, Cisco can now deliver the Connected Life at Home to consumers with whole-home media experiences, including the sharing of video and personal media inside and outside the home. The Connected Life at Home is the foundation for more social, more personal, more interactive consumer experiences and new service innovation.

### Facts:

- Cisco service provider customers, including Time Warner Cable, Bright House Networks and Cox Communications have confirmed plans to deploy Cisco's next-generation set-top box platform in select systems later this year.
- The [Cisco® Explorer® 8600HDC DVR Set-Top Series](#) and IP Gateways extend medianet into the home, enabling the Connected Life at Home experiences such as:
- **HD Whole-Home DVR Services:** DVR or user-generated video content can be shared across multiple set-tops in the home
- **Personal Content Sharing across Internet & HDTV:** Internet-based video can be rebroadcast on HDTV, while DVR content can be passed over the Internet to the PC, in and outside the home
- **Content Access on Mobile Devices:** Content enjoyed within the home can be programmed to be viewed on mobile platforms
- New medianet technologies offered in Cisco's new next-generation set-top portfolio include MoCA, tru2way, DLNA

and DTCP-IP. Cisco's IP Gateway supports both MoCA and DLNA.

**Supporting Quote:**

- "Cisco is driving a new generation of Internet-based video and rich-media experiences enabled by medianet technologies, creating new revenue-generating opportunities for our service providers customers," said Tony Bates, senior vice president and general manager, Cisco Service Provider Group. "The build-out of medianets evolve today's networks to become media aware, network aware and end-point aware to deal with the proliferation of video and other rich media services. Our next-generation set-top box platform is truly an extension of medianet, and represents the foundation for innovative new multimedia services as delivered by service providers in the home."

**Additional Supporting Resources:**

- Don't miss Cisco's next-generation set-top box demonstrations tour: <http://www.sciatl.com/videos/connlife.mov>
- Cisco talks with consumers about living the Connected Life: <http://www.youtube.com/watch?v=38-tsQFqMM8>
- **Technorati Tags:** Cisco, Connected Life, video

**About Cisco Systems**

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