

When you think coax, think MoCA.  
When you think MoCA, think coax.™



The Standard for **Home  
Entertainment  
Networking**™

**MoCA**®  
Multimedia over Coax Alliance

# The home entertainment center is becoming the home entertainment network.

You need to leverage the best technology to make this happen. That technology is MoCA® — the recognized standard for whole home DVR. MoCA gives you the economic and technological edge you need.

MoCA technology was designed from the ground up to address the key requirements for networking digital entertainment: high throughput, quality of service, security, and ease of use. It is the only technology that has been independently validated to work in this application in a large-scale field trial.

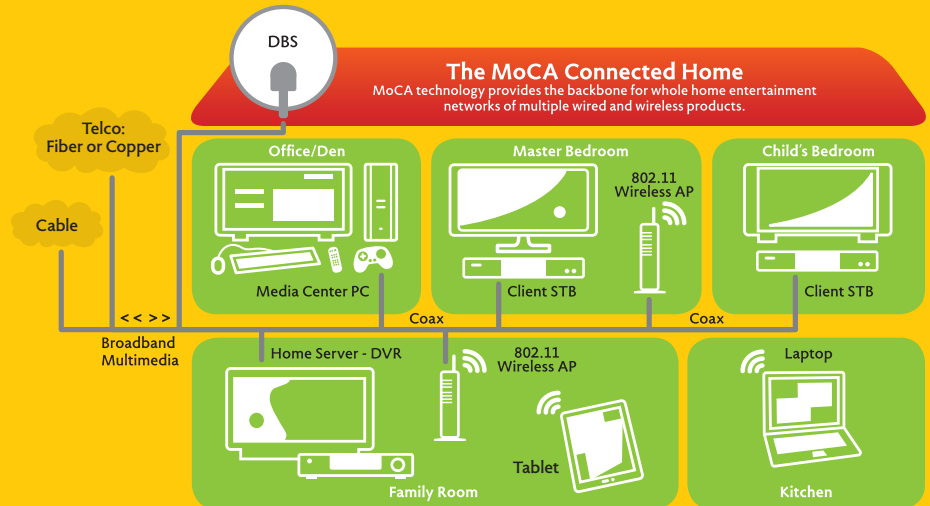
MoCA delivers no compromise video, audio and data to end-users when and where they want it. MoCA accommodates IPTV, CATV and DBS, without interference with technologies, mediums, or consumer electronic devices already in use.

## MoCA and IPTV are here.

The networked home is a blend of connected media and technologies to deliver voice, data and video/entertainment. The ultimate unifying protocol is IP. MoCA technology is IP over coax. For service providers specifying IPTV solutions, MoCA technology provides a seamless IP-based connection to virtually every video device in the home. MoCA technology also provides the connection without interfering with existing data or video services on the coax network.

## Your customers expect HD content and whole home DVR.

HDTV uses significant bandwidth so current home networks must now support very high data rates with very low bit error. MoCA technology provides the necessary high throughput to support multiple HD programs simultaneously, doing so all the time, 24/7.

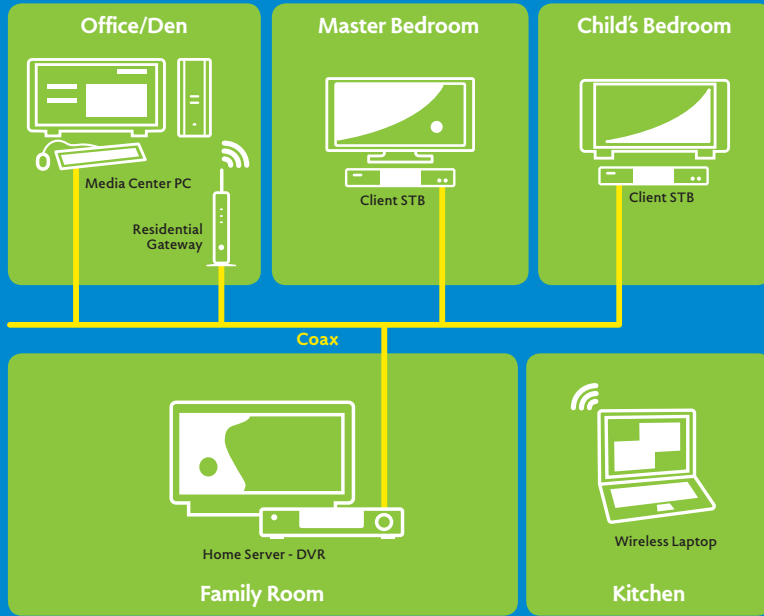


Unlike other alliances, which give you Physical layer numbers, MoCA always lists MAC speeds.

- Operates at 500 MHz and above with IPTV, CATV and DBS
- Uses existing coax
- No interference or crosstalk from existing networks
- No additional service calls or truck rolls
- Works with any WiFi network
- PQoS for managed bandwidth
- More than 70 certified products
- Deployed by numerous cable, satellite and IPTV providers
- MoCA 2.0 technology roadmap for future proofing home entertainment networking

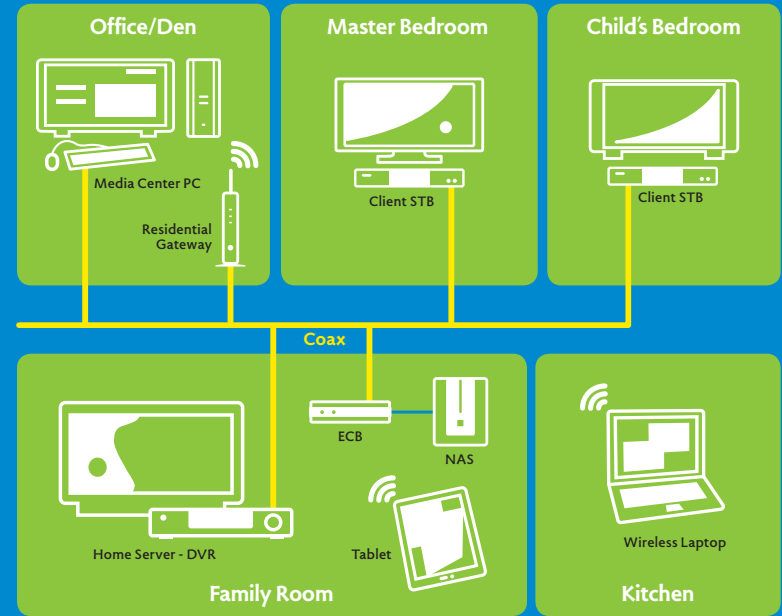
# MoCA Killer App #1

## Whole Home DVR



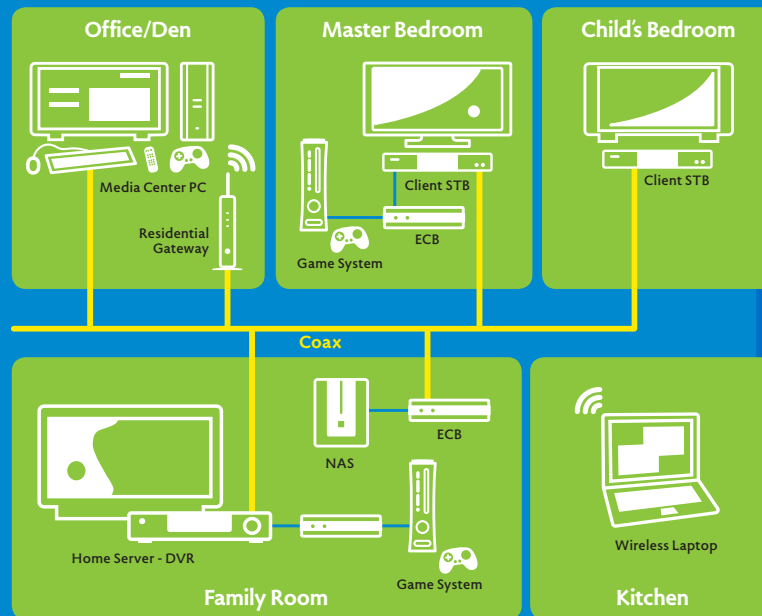
# MoCA Killer App #2

## Personal Content Sharing



# MoCA Killer App #3

## Multi-room Gaming



## The MoCA Solution:

**Simple:** No new wires or home upgrades are required, seamlessly linking consumer entertainment devices from room to room using the existing coax cable.

**Easy to Install:** Works first time after set-up. No additional service calls or truck rolls. It works where the TV or STB works. Customers can easily place products and watch at the outlet they want.

**Full Quality of Service:** MoCA technology supports streaming media, including audio, SDTV and HDTV — without compromise. It is a clean, dedicated, shielded medium with open frequency band. It coexists with CATV, DBS and terrestrial services. It supports content protection, key protocols, a high data rate, and PQos for signal prioritization.

**Secure:** Easily shares video and data files through a managed and trusted home network. Frequency agile to be compatible with other signals and avoid interference.

**Futureproof:** MoCA technology supports multiple simultaneous HDTV, SDTV, DVR, data, gaming, and voice streams. It can support up to 1 Gbps home network and is consistent with DLNA, CableHome, UPnP™ Technology, and 1394.



## MoCA 2.0 —Future proofing home entertainment networking

MoCA 2.0 provides a technology roadmap of continued high performance and reliability for whole home DVR, personal content sharing, OTT and IPTV applications. MoCA 2.0 helps create a complete and comprehensive home entertainment networking standard offering high performance based on actual, MAC rate, throughputs, with reliable delivery of packets, that is backward interoperable with previous versions, and uses the homes existing coaxial cabling.

The next generation of MoCA technology offers:

- Two new performance modes with industry leading MAC and PHY rates. — 400 Mbps and 800 Mbps — “Turbo” mode for each.
- Two new low power modes — sleep and standby — addressing power consumption across entire network
- Expanded operating frequency from 500 MHz – 1650 MHz
- Improved reliability with one packet error in 100 million packets, and a lower latency of 3.5ms
- Backward interoperability with 1.0 and 1.1 without degradation in performance
- Protects investment in current equipment — no firmware or swap out necessary
- The only home entertainment networking standard that works in all three pay TV segments—cable, satellite and IPTV

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[www.mocalliance.org](http://www.mocalliance.org)

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