

SkyVision

Linear Advertising Management Suite



SkyVision is the market leading linear advertising back office used by most of the top MSOs, and managing over 60,000 DPI channels in the field. Built on 15+ years of ARRIS experience in ad insertion, SkyVision has helped operators transition their business from Analog to Digital ad insertion and expand their digital services to support both SD and HD ad insertion. As the market continues to evolve, SkyVision offers operators the tools to monetize content delivered to an ever broader array of IP-connected devices.

ROBUST LINEAR ADVERTISING OPERATIONS MANAGEMENT

Designed to manage scalable advertising operations, SkyVision provides a high level of workflow automation for content, schedules and verifications., together with tools to effectively monitor real-time operations on a system-by-system basis. It is also integrated with AdManager™ Enterprise, a global monitoring solution for large or distributed operations. SkyVision interoperates with ConvergeMedia Interconnect (CMI) to manage interconnect operations.

In addition to traditional ad insertion, SkyVision provides an add-on Ad Decision Service (ADS) application that supports SCTE 130 compliant Ad Decision Managers (ADMs) to deliver CCMS schedule-driven decisions to ad placement requests on linear avails embedded in unicast streams (Time-Shifted TV or IPTV). SkyVision ADS enables operators to extend their existing TV advertising models to multiple screens.

SkyVision provides industry-leading reliability through a combination of fault-tolerant engineering and high-availability configuration options. As a result, SkyVision enables operators to deploy advertising services that consistently meet client service level agreements and maintain continuity of revenue flow.

INCREASED VISIBILITY WITH SIMPLIFIED OPERATIONS

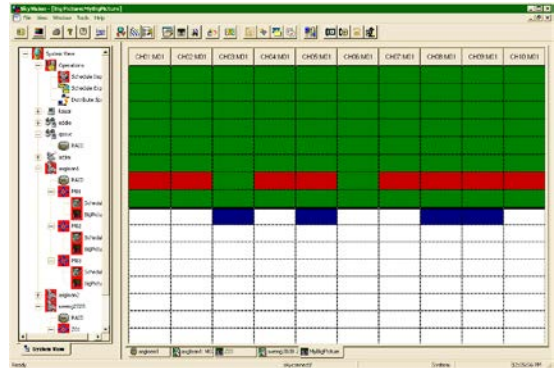
SkyVision Advertising Management Suite is comprised of two major components—the SkyVision Operations Console and SkyVision Headquarters (HQ).

Built on a robust Linux platform, SkyVision HQ coordinates interactions between the various elements of a complex ecosystem that includes Traffic and Billing Systems, content sources (encoders and archives), transcoding components, and Ad Servers. SkyVision HQ optimizes operational efficiency by automating ad copy ingest, transcoding and distribution, as well as the schedule and verification workflows to and from Traffic and Billing. Designed for high performance, SkyVision HQ is incrementally-deployable and highly-scalable, managing up to 4,000 ad insertion channels per HQ instance.

The SkyVision Operations Console provides a remote Graphical User Interface (GUI) to monitor all aspects of system health and advertising operations. If a scheduled operation fails or the content for a spot is missing, the SkyVision Operations Console triggers alerts in time to correct the problem before revenue is impacted.

SkyVision can be complemented by AdManager Enterprise, a common management interface for operation centers running multiple SkyVision HQ instances. AdManager Enterprise aggregates schedules, verification logs, ad copy status, and system health information from all sites and provides a complete and integrated set of monitoring, troubleshooting, and reporting tools, all packaged in an single intuitive web-based GUI.

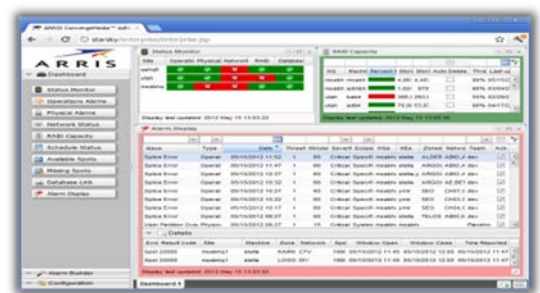
By providing highly automated workflow management and offering intuitive GUI tools, SkyVision provides a proven platform to scale from small to large systems, operate with efficiency and high performance, and extend the linear ad insertion business to multi-screen services.



Big Picture View: Displays system status using a color coded graph that is updated every 60 seconds—primarily used to monitor spot play.



Operations Queue View: Displays all operations for a configured set period of time—primarily used to monitor or edit schedule operations.



AdManager Enterprise Dashboard: Operator-wide, consolidated management and reporting.

HIGHLIGHTS

- Market Leading Linear Ad Insertion Management Suite
- Rely on a proven application to manage zone-based targeting and deliver high run rates
- Drive down operational costs through automated ad copy, schedule and verification workflows
- Leverage a pre-integrated solution with T&B systems, encoding systems and spot archives to quickly turn deployments into revenue production
- Maximize the ROI with a highly scalable platform
- Develop incremental revenue opportunities by extending linear advertising campaigns to the second and third screens

FEATURES

- Manage up to 4,000 channels per HQ
- Centralized content storage
- Provides status info to operator
 - Real-time reporting of run rates across zones / channels
 - Customizable views enable at-a-glance monitoring of high-revenue channels across all zones
 - Real-time content status updates
- Manage content distribution to insertion servers
- Control schedule and verification file flow
- Email system alerts
- Same Day Verifications
- Open Window Schedule updates
- System-wide time zone variations
- Schedule autosense enhancements
- Support for MPEG-2 & MPEG-4 (H.264)

ORDERING INFORMATION

Part Number	Description
743065	(SVC-SOFTWARE) SkyVision Client Software License: Bring your own hardware.
799833	(SV-STND-4/50) SkyVision (4) Server S/W Lic - up to 50 Channels
799834	(SV-STND-4/500) SkyVision (4) Server S/W Lic - up to 500 Channels
799835	(SV-STND-4/1000) SkyVision (4) Server S/W Lic - up to 1000 Channels
799836	(SV-STND-4/2000) SkyVision (4) Server S/W Lic - up to 2000 Channels
799837	(SV-STND-4/500-1KUP) SkyVision (4) Server S/W Lic Upgrade: from 500 – 1000 Channels
799838	(SV-STND-4/500-2KUP) SkyVision (4) Server S/W Lic Upgrade: from 1000 – 2000 Channels
742176	(HQ-SNAPSHOT-L) SkyVision HQ Warm Spare Backup Software
799830	(SV-N/Z-EXTD-SML) SkyVision License for support of extended configuration range of Network and Zone Numbers - Per Small HQ
799831	(SV-N/Z-EXTD-MED) SkyVision License for support of extended configuration range of Network and Zone Numbers - Per Medium HQ
799832	(SV-N/Z-EXTD-LRG) SkyVision License for support of extended configuration range of Network and Zone Numbers - Per Large HQ
784803	(SV-STND-MIGRATE) Migrate SkyVision HQ from 1 server to another of same license size

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