



THE EVOLVING ROLE OF THE SET-TOP BOX



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Consumers' needs and behaviours are rapidly changing: they're using more bandwidth for streamed video viewing habits, and they're demanding connectivity for more and more of their day-to-day tasks. The devices consumers use to access and host their favorite technologies and applications also need to evolve, and set-top boxes are positioned to support these changing preferences.

Here are three ways to re-think the set-top box:



1. The set-top box as an access point

High-quality, continuous Wi-Fi™ is critical to deliver your cloud services and experiences throughout the home. To ensure consistent coverage, consumers will increasingly need to leverage additional Wi-Fi access points. Simultaneously, consumers will need a device that delivers Service Providers' high-quality viewing experiences: the set-top box.

The set-top has long-established its role as a secure, reliable and cost-effective device to deliver the best high-quality, branded viewing experiences. With an easy-to-use interface and simple connectivity to almost any screen, the set-top box can be integrated into every room of the home, not only delivering a great, large-screen viewing experience, but also providing micro-node functionality to serve all consumers' wireless connectivity needs.



2. The set-top box as a consolidated app center

The set-top box can act as a central repository for the household's various applications—from television and video content to education, security, energy usage and more. In fact, the set-top box can become a crucial tool in supporting families and the healthcare system as more people choose to stay in their homes as they get older.



3. The set-top box as a driver of voice control

Voice control is rapidly becoming a must-have luxury for the home. Set-top boxes can be outfitted with a microphone to support voice control—a feature that will become increasingly in demand, especially as the set-top box evolves to be the controller for many applications in the home. What's more, because today's set-top boxes are inherently developed and produced with IP capabilities, they only need the addition of a microphone to enable voice control. This ensures that the modification is not only a cost-effective option, but also one that creates a better functionality and a positive user experience.

The rapidly evolving role of the set-top box is a step forward in smart home innovation and is the next step in securely delivering high-quality programming and services to subscribers.

Learn more about how ARRIS can help usher in the future of the set-top box at arris.com