



» Profit from emerging broadband services on TV «

SURPASS Home Entertainment

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SIEMENS



» Bringing the benefits of broadband multimedia directly to the customer «

Broadband networks are finally being used for the long-predicted purpose of delivering entertainment – TV, movies, music, games and more. New technologies allow digital content to be more interactive and feature-rich than ever before. This has given rise to unprecedented types of interactive communication and entertainment bundles, commonly known as triple-play services.

With its end-to-end solutions for operator-managed services, Smart Home Solutions by SURPASS is part of the Siemens-wide concept for provision of seamless interoperability between all intelligent devices in the home. Siemens combines its unmatched market-leading knowledge and solutions in all Smart Home areas: communications, entertainment, home security and control, home networking and healthcare.

The path to enhanced revenue starts here

Today, telecom operators around the world are facing the challenge of losing revenues due to the Internet boom, increasing competition between incumbent and alternative operators and mobile communications. Furthermore, cable TV operators have started to offer Internet and voice services to their traditional video customers, and are thus entering into the domain of telecommunications carriers. Studies have shown that end customers are willing to activate with one service provider and pay for an enticing service bundle comprising voice, video and data. Under these conditions, it has become attractive for fixed-line

carriers to reposition themselves in this changing competitive landscape. There is a strong need to migrate from a simple infrastructure provider to a one-stop value-added service provider, offering robust, feature-rich applications that increase end users' loyalty and open up new sources of revenue.

The SURPASS Home Entertainment solution was designed to allow operators to be successful in this market. The solution is deployed in over 75 broadband service providers' networks around the globe. Consumer research, as well as first-in-market operator experiences, prove that operator-managed entertainment and communications services readily gain acceptance and provide increased revenue streams.

Put the power of the television set to work

Siemens delivers the preeminent IPTV software and end-to-end integrated solutions necessary for broadband service providers to realize and enrich the television consumer's digital home.

We enhance consumers' choice, convenience and control with advanced digital entertainment services including selecting, watching and recording TV programs directly from an easy-to-use electronic program guide (EPG), true video/audio/karaoke on demand, games and access to Web-browser-based services on TV such as Internet, e-mail, e-commerce and walled garden.

The SURPASS Home Entertainment solution is based on our field-proven, industry-leading Myrio IPTV middleware, complemented by best-of-breed components for encryption/content protection, content server, TV head-end and set-top box. The preintegration of these components into an end-to-end solution guarantees seamless interoperability and reduced deployment cost, time and risk and at the same time gives operators the flexibility to choose the components that best fit their needs.

Siemens also offers a wide range of professional carrier services around SURPASS Home Entertainment. These include end-

to-end responsibility for integration, installation and system startup within the existing network, build-transfer-operate services and set-top box delivery logistics to the end user (Network On Demand). Such services simplify entry into this new market for operators.

Considering that a key factor for commercial success of an IPTV deployment is the offering of exclusive content, Siemens has developed a strategy to assist operators in the identification and acquisition of key content, including movies, TV channels, games and music. In addition, Siemens can facilitate technology approval by content providers.

The Siemens core strengths in the fields of fixed and mobile communications, home networking, building technologies, automation, home appliances and health care solutions allow an evolution of SURPASS Home Entertainment into a full range of operator-managed home services.

Open standards and integration assurance for peace of mind

The Java-based distributed processing architecture allows a carrier-grade expansion to a large number of users without massive investments in the server platform, as well as a feature-rich user experience with intelligent help functions that

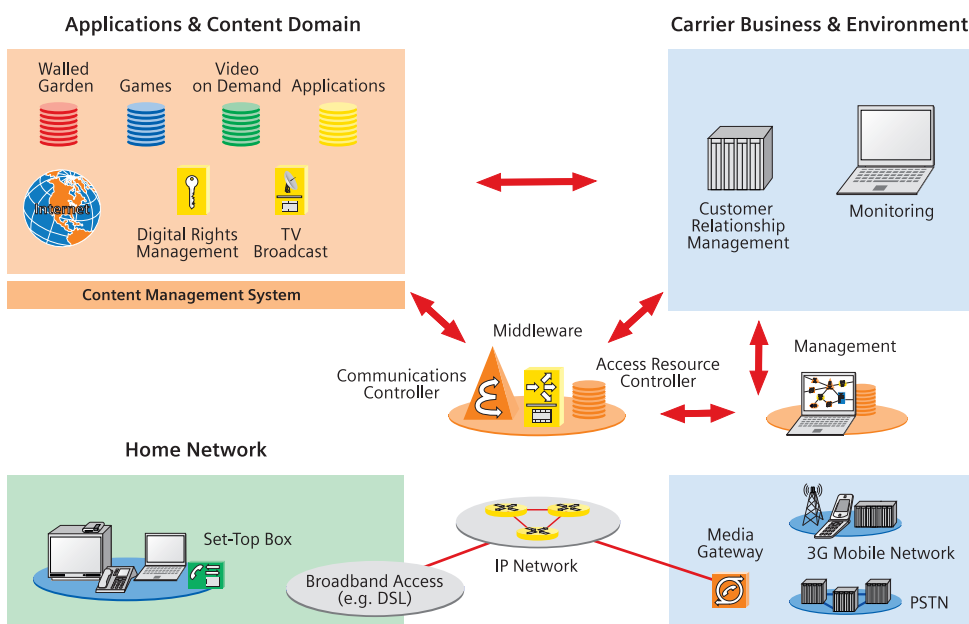
dramatically reduce operator costs of handling customer service calls. The self-installation of the STB by the consumer utilizes a unique auto-provisioning feature that further reduces operating costs. These features, together with the automation of repetitive tasks via machine interfaces for subscriber and content provisioning, make SURPASS Home Entertainment the IPTV solution with the lowest Total Cost of Ownership (TCO) in the market.

Improved over the years with feedback from real world deployments, the solution offers unparalleled robustness and flexibility for the operator to create marketing packages and customized branding.

High revenue with low OPEX – the SURPASS Home Entertainment solution provides more revenue generating features requiring fewer resources to manage.

Truly open standards – through established standards, Siemens provides and promotes an open architecture allowing operators choice, flexibility and a breadth of offerings that are not possible with proprietary alternatives.

Experience, knowledge and leadership – the proven success of deploying commercial Home Entertainment solutions worldwide defines Siemens as the true IPTV integration experts.



Team up with Siemens

SURPASS Home Entertainment provides an attractive, fast and easy entry to the evolving market of operator-managed home services. It offers a feature-rich and easy to use enhanced TV experience for consumers with the lowest TCO for the operator, supported by Siemens professional carrier services and experience in over 75 commercial deployments worldwide, to the benefit of providers who are looking to deploy a proven, scalable and future-proof IPTV solution and effectively increase revenues and customer loyalty.

Abbreviations

CRM	Customer Relationship Management
DSL	Digital Subscriber Line
EPG	Electronic Program Guide
IPTV	Internet Protocol Television
PSTN	Public Switched Telephone Network
TCO	Total Cost of Ownership
VOD	Video on Demand

Your success is the focus of everything we do at **Siemens Communications**. We work together with you to develop powerful communication solutions that help you achieve your business goals. Take advantage of our proven experience, innovation power and implementation skills in all key areas of voice and data communication.

As a leading provider of communication solutions for mobile, fixed and enterprise networks worldwide, we constantly strive to make communication easier and more efficient. Thus we are setting the trends for a communication environment that fosters your success – today and in the future.

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© Siemens AG 2006
Communications • Hofmannstr. 51
D-81359 München

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