



Cisco CIS430 IP Set-Top with DVR

Take Video to the Next Generation

The media services landscape is changing dramatically. The days of delivering voice, video, and data services as distinct offerings – with each delivered over its own network, accessed using its own device, and billed as a single subscription – are over. Today, customers demand the ability to access all types of content across all types of devices and expect a consistent, high-quality experience across all environments for “*The Connected Life*.” *The Connected Life* is built upon a home network of hardware that brings together multimedia experiences that were once separate.

Internet Protocol Television (IPTV) is opening new doors for the delivery of these compelling, personalized entertainment experiences. Data, voice, and now broadcast-quality video, can be delivered through an end-to-end IP network architecture – such as the Cisco® Internet Protocol Next Generation Network (IP-NGN). IPTV can deliver the video services offered by cable today, including digital video recording (DVR), high-definition TV (HDTV), and on-demand.

Cisco provides the innovative products and technologies to meet the growing expectations of media consumers. Our CIS430 IP Set-Top with DVR (CIS430) introduces a new feature-rich family of set-top devices. With integrated DVR functionality, the CIS430 enriches the entertainment experience, giving the consumer the power to pause live TV; view and record multiple shows simultaneously; and rewind, fast-forward, and pause recorded content. Plus, with home networking options, the CIS430 enables DVR content to be shared within and outside of the home.

Choose Cisco – A Worldwide Leader in End-to-End Digital Video Solutions!:

- More than 25 years of technology experience in the cable market
- Over 34 million digital interactive set-tops using IP signaling shipped
 - 9.5 million DVR/PVR units shipped worldwide
 - 9 million HD models shipped worldwide
- Expertise in operating systems, middleware applications, conditional access and digital rights management
- Industry leader in high-definition, DVR and Multi-Room™ DVR solutions
- First to market with award-winning technologies
- Over 50 labs, 800 engineers focused on continued end-to-end video system innovation

Cisco CIS430 IP Set-Top with DVR



Cisco CIS430 IP Set-Top with DVR Front Panel



Cisco CIS430 IP Set-Top with DVR Back Panel

Open Platform Options for More Creativity and Control

The CIS430 enables service providers to use a wide range of video codecs, including MPEG-2, MPEG-4 Part 10/H.264 and VC-1. As with all IPTV set-tops in our portfolio, the CIS430 supports your platforms and applications of choice. What this means for your operation is more creativity, control, and differentiation in application solutions development. The CIS430 is capable of flexible, renewable security with a choice of downloadable conditional access systems (CAS) and digital rights management (DRM) solutions. The CIS430 provides a flexible, powerful IP set-top platform that is ready to support today's services as well as those that will emerge in the future.

CIS430 Features²

Network Enhancements and Support

- **Wide Range of Video Codecs** – MPEG-2, MPEG-4 Part 10/H.264 and VC1 in standard-definition (SD) and high-definition (HD) formats
- **Powerful 459 DMIPS Processor** – Supports fast user response and flexibility for multiple applications
- **Renewable Security Support** – Supports multiple security options with choice of conditional access system (CAS) and digital rights management (DRM) providers³
- **Middleware Support** – Supports multiple options for IP middleware solutions³
- **OS Support** – Supports leading operating systems including Windows[®] CE and Linux[™]
- **Configurable Memory** – Provides support for lightweight or advanced applications

DVR Features

- **Integrated DVR** – Simultaneously records multiple video streams; storage options from 80 – 320 GB
- **Quiet Design Without Use of a Fan** – Eliminates noise, cost, and potential for failure of a fan while providing the same cooling
- **Boot from Hard Disk** – Utilizes minimal flash memory to reduce cost (appropriate middleware required)
- **View and Record Multiple Shows Simultaneously**
- **Pause Live TV**
- **Rewind, Fast-forward, and Pause Recorded Content**

Flexible HDTV Support

- **ATSC Format Support** – Includes 1080i, 720p, 576p, and 576i
- **Allows Stretch and Zoom of Video** – Maximize picture size on HDTV monitors
- **Downconvert Video** – Convert HD to SD format for recording content on analog VCRs
- **Latest Digital Interfaces with Applicable Copy-Protection Standards** – Includes High-Definition Multimedia Interface[®] (HDMI[™]) with High-Bandwidth Digital Content Protection (HDCP)

Home Networking Features

- **Home Networking Support** – Optional integrated Home Phoneline Networking Alliance[™] (HPNA[™]) 3.0 to utilize existing in-home phone lines or coax wiring
- **Media Center Support** – Distributes content stored on the hard drive of the CIS430 to other IP set-tops in the home⁴
- **IP Compatible** – Uses 10/100Base-T Ethernet interface for IP video and data content
- **USB Interface** – Includes a front and rear panel USB port for easy-to-access connection with home consumer devices, such as digital cameras

The CIS430 is One Step Toward *The Connected Life*

Service providers have the option of using existing coax cable wiring to enable IPTV services using 10/100Base-T Ethernet and integrated HPNA – for IP-over-Coax interfaces. HPNA is a leading-edge technology for networking multimedia entertainment data in the home over both existing coaxial and phone lines. It enables service providers to fulfill the growing demand for multimedia services into the home, through open and interoperable standards. HPNA technology also enables carrier-grade delivery of multiple standard- and high-definition digital video, voice, Internet, and user-generated content.

The Time is Now

Now is the time to introduce IPTV services to your market, and Cisco can help you do it. Contact your sales representative today for additional information.

1. Figures as of October 2007.

2. Appropriate middleware and application support may be required.

3. Please confer with your Cisco sales representative for more details on compatible middleware and CAS/DRM solutions.



Scientific-Atlanta, Inc.
5030 Sugarloaf Parkway
Lawrenceville, GA 30042-5447 USA
Tel: 770.236.5092

Contact: sales@sciatl.com
www.scientificatlanta.com

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