Modulus Video

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Modulus Video Confidential & Proprietary

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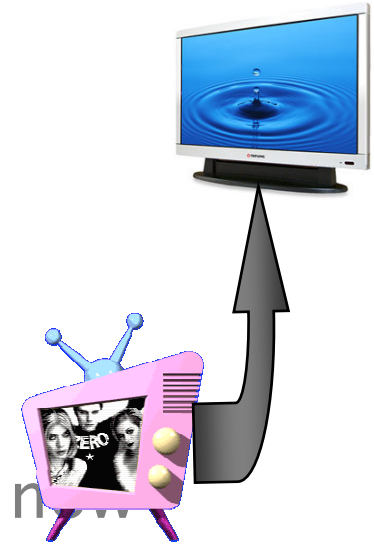
Market Drivers for HD

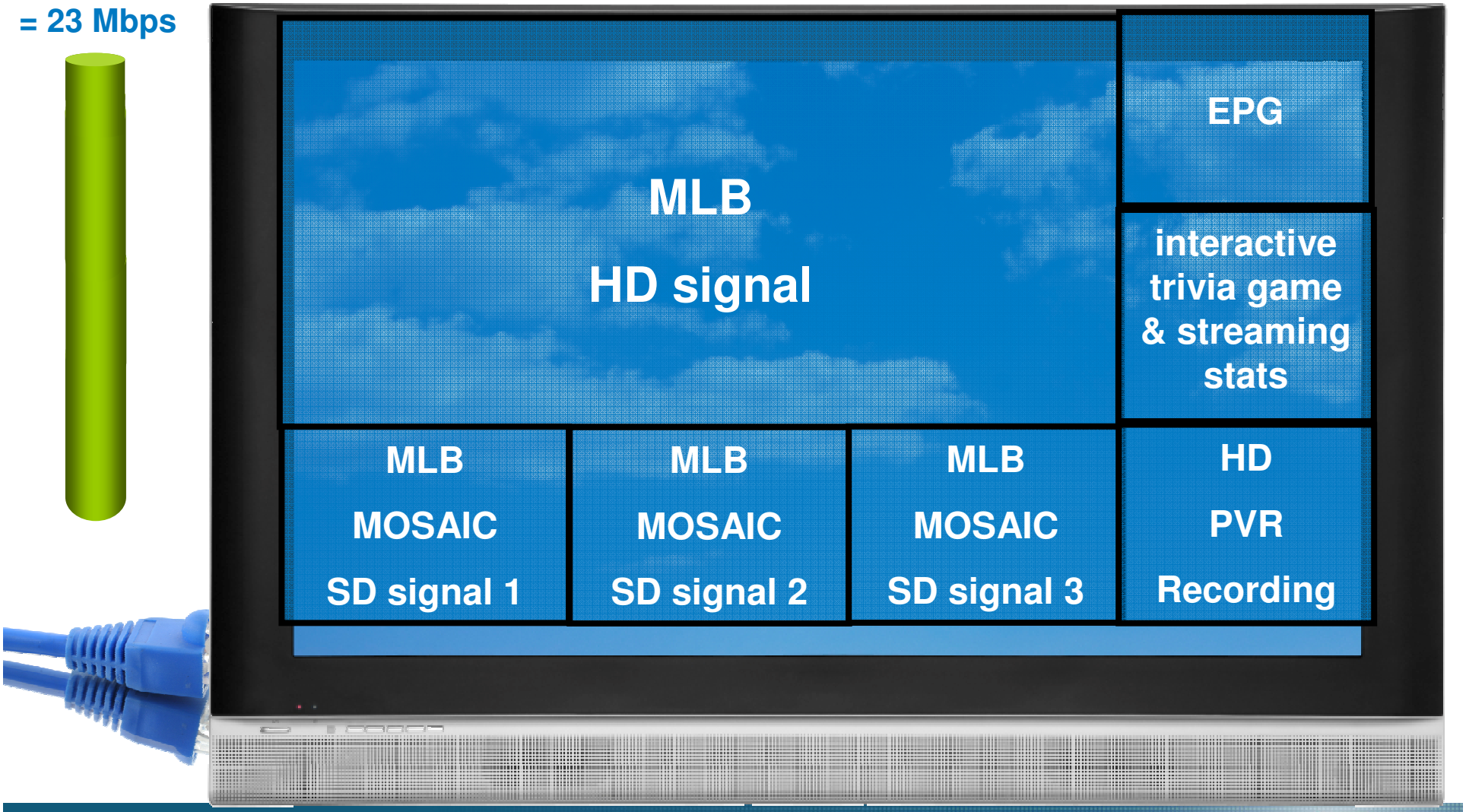


- TV Content increasingly HD
- HDTV prices dropping
- Middleware and STB becoming available now
- Satellite CAPEX model affected by trend to HDTV
- Telcos losing access lines – offering entertainment service to retain customers and generate revenue
- IPTV is not compelling without HD
- Telco hurdle usually in the last mile due to “skinny” pipes
- MPEG-4 encoding decreases video bandwidth by >50%
- Market for MPEG-4: Telco, Satellite, other (programmer/broadcaster/cable)

DIGITAL CONTENT SOURCES ARE MULTIPLYING…

Parks Associates, "Connected Entertainment Opportunities in the Home," Harry Wang ©2006

1 DEVICE ≠ 1 STREAM



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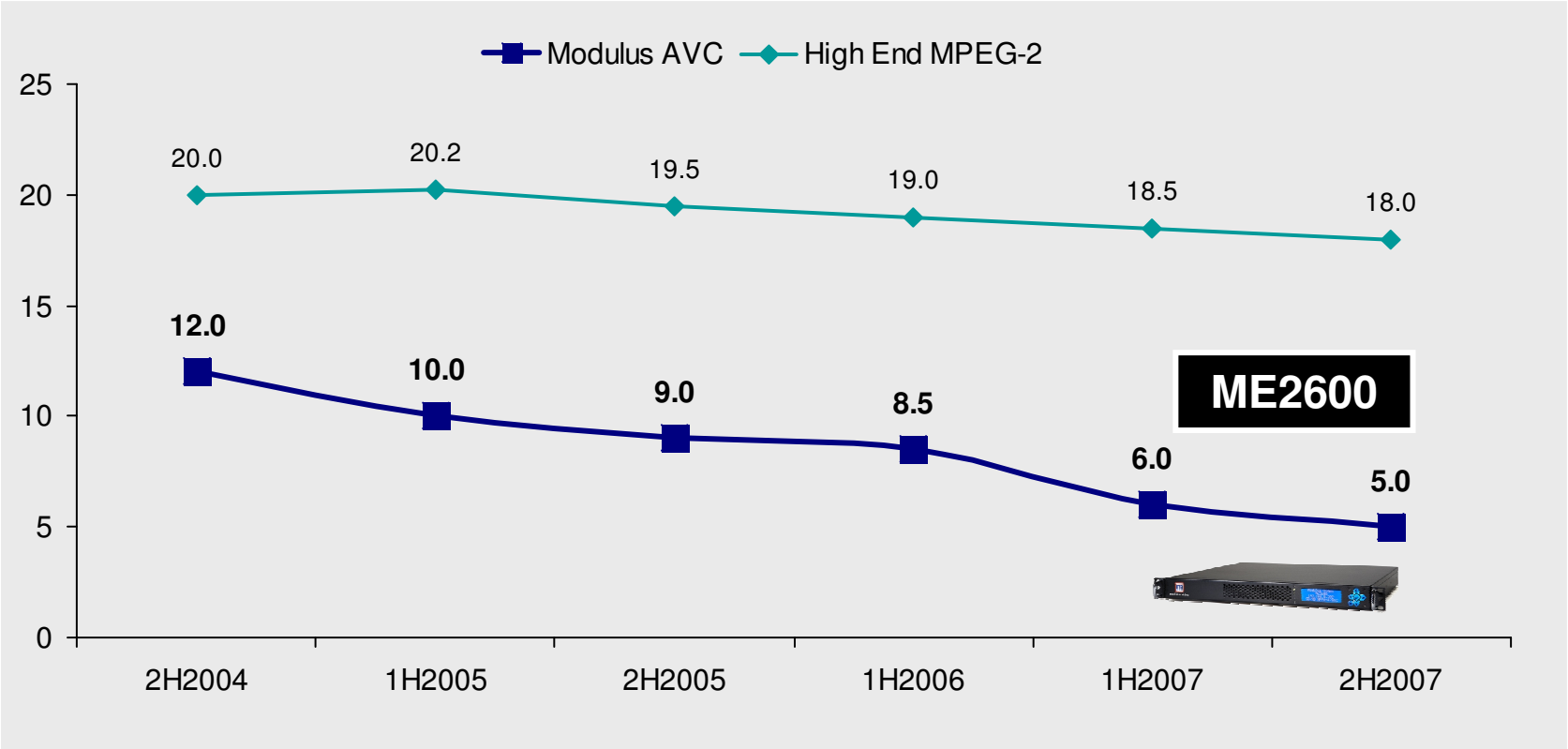
Delivering on the AVC Promise

CBR Video Bit Rates (Mbps)



Continuing to Meet the Challenge of High Quality at the Lowest Bit Rates

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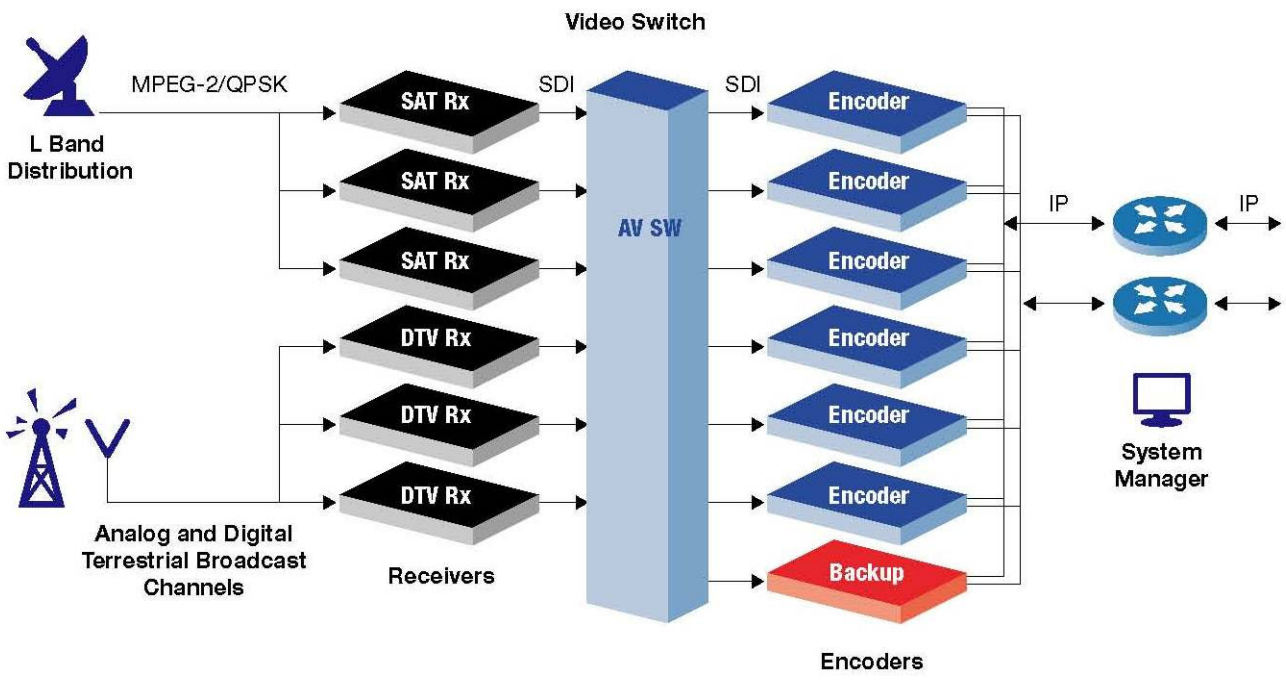
Traditional IPTV Video Acquisition

- Some feeds received as SDI
- Many feeds delivered over satellite
- Some received as local RF feeds



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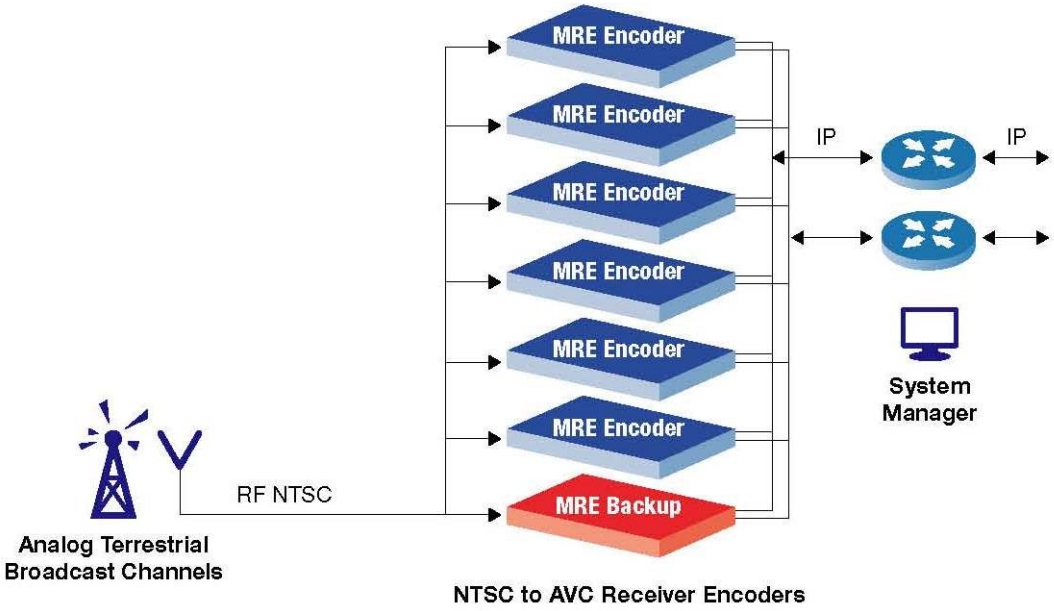
Integrated NTSC Video Acquisition

- Integrated RF input for NTSC reception
- Removes need for receivers and AV switch
- Ghost cancellation
- BTSC stereo and second audio
- Audio level control
- Frame sync