



nCUBE AND LIBERATE PROVIDE NETWORK OPERATORS WITH A VIDEO-ON-DEMAND SOLUTION



n4 Streaming Media Appliance

nCUBE is a worldwide leader in streaming media and scalable storage solutions for broadband networks. Liberate is a leading provider of platform software for delivering interactive content and applications to TV set-top boxes. Liberate has extended its open software architecture to support VOD, and has integrated nCUBE's VOD technologies into a plug-in module within the Liberate middleware architecture.

■ SETTING THE STANDARDS

Liberate's open, standards-based approach ensures that network operators are free to develop systems using various set-top designs and head-end equipment. This standards-based software platform provides a number of benefits: easily customizable HTML and JavaScript interface design, network operator branding, seamless integration of electronic program guides, cross-platform set-top compatibility, and intuitive on-screen VCR-like controls.

■ THE nCUBE INTEGRATED SOLUTION

Complete integration, including network and application user interface elements, ensures a quick and easy addition of the nCUBE VOD technology on top of Liberate TV Platform. This solution supports leading iTV and broadcast standards, provides interoperability across a wide variety of set-top devices and EPGs, and gives network operators extensive control over branding, service offerings and revenue streams.

■ KILLER APPS, ULTIMATE FLEXIBILITY

The nCUBE and Liberate integrated solution allows for the deployment of new video-centric applications such as movies-on-demand, subscription video-on-demand, time-shifted viewing of enhanced broadcasts, and interactive advertising with video-based content. The solution gives operators ultimate flexibility, supporting most set-top boxes, including those from Pace, Motorola and Scientific-Atlanta, operating on low and high-end platforms or mixed environments.

■ POPTV

The nCUBE and Liberate VOD solution came from Liberate's highly successful PopTV program. PopTV is the world's premier partner program for interactive TV, bringing together content creators, infrastructure providers, and hardware suppliers to develop innovative, interoperable ITV solutions.





nCUBE

streaming solutions for a digital world

nCUBE AND LIBERATE'S VOD NETWORK ARCHITECTURE

■ VOD APPLICATION

This solution provides an end-user VOD application that network operators can customize to create the exact branding and appearance desired. It provides the user an interface to view, navigate, and query the available VOD title listings, order VOD titles, control the movie's playback, and view detailed information about the current movie. The VOD application can either exist as a stand-alone application or be a core component of an EPG (electronic program guide).

■ nCUBE's nABLE MANAGEMENT APPLICATIONS

nABLE effortlessly provides asset management, network bandwidth management, operational status and history, and interfaces to the digital network equipment and set-top boxes.

■ nCUBE's n4 STREAMING MEDIA APPLIANCE

With the n4, nCUBE has expanded the scalability and high availability that have always distinguished its products while increasing the appliance's cost effectiveness and reducing its footprint considerably. A single n4 MediaHUB provides 500 Mbps of video bandwidth and 864 gigabytes of storage. The n4 streaming media appliance can be fully configured with up to 256 MediaHUBs per hypercube. The n4 is the only proven scalable streaming media system capable of delivering from 100 Mbps to 128 Gbps with no content replication.

STREAMING SOLUTIONS FOR A DIGITAL WORLD

■ LIBERATE VOD GATEWAY

The Liberate VOD Gateway runs on the Liberate Application Server to provide VOD stream control and session management for the Liberate TV Navigator client. The gateway also handles the distribution of VOD listings to the platform and manages all aspects of the VOD application for set-top boxes.

■ LIBERATE DATAPPOINT SERVER

The Datapoint server manages data within the Liberate/nCUBE VOD solution for the Liberate TV Navigator Standard platform, holding such information as subscriber usage profiles, subscriber bookmarks for currently purchased movies, and subscriber authentication information in a robust relational database. Datapoint features a dynamically extensible data schema that makes it easy to add service, subscriber, and device data.

■ LIBERATE TV INFO™ SERVER

TV Info is a client/server application that retrieves TV listings from data sources and delivers them to user interfaces such as channel bars and interactive program guides. In the Liberate/nCUBE VOD solution, TV Info responds to interactive listings queries from the Liberate TV Navigator™ Standard platform client application, pulling listings and feeding them back to the client.

■ LIBERATE MEDIACAST™ SERVER

The Liberate Mediacast allows network operators to broadcast frequently accessed Web pages, electronic program guides, or enhanced TV applications. In the Liberate/ nCUBE VOD solution, it broadcasts the VOD listings stored in the Liberate TV Info server to the Liberate TV Navigator Standard platform client, either inband or via IP multicasting.



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