



SURPASS Home Entertainment Applications

Buenos Aires, Agosto 2005

SIEMENS

SURPASS Home Entertainment Agenda

- Applications

- How it works

- Conclusion



SURPASS Home Entertainment bundles attractive multimedia applications



Messaging (SMS¹, MMS²)

**Carrier controlled
home gateway
"Speedstream"**



**Broadcasting,
EPG³, PVR⁴**



Video telephony



**Audio/Video
on Demand**



**IPG/EPG,
Parental Control**



Gaming




**Internet on TV
"Walled Garden"**

- 1) Short Messaging System
- 2) Multi-Media Messaging System
- 3) Electronic Program Guide
- 4) Personal Video Recorder


User Interface

IPG / EPG



Goldeneye (1995) (2.5 stars)
10:00pm-12:00am
PG-13 (L,S,N,V,FV) (●) (s) CC
James Bond 007 races to Russia in search of the stolen GoldenEye, a secret space weapon that destroys everything with an electronic circuit.

Starring: Pierce Brosnan, Izabella Scorupco, Sean Bean



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◀ Tue. Dec. 19 ▶		11:30 am	12:00pm	12:30pm
Movies		Select to go to Movies		
TBS	111	GoldenEye 🔒 ⌚		
ESPN	222	Duke vs. UConn		Sports Wrap
HBO	333	Sex in the City		The Sopranos
CNN	444	CNN Presents	Larry King Live	News
Favorites: Evening		Wed. Dec. 20 12:00pm		

Entertainment

Digital Broadcast TV and Music

- More channels can be offered as compared to analog
- Convenient graphical user interface for channel selection (EPG)
- Multicast in the DSLAM optimizes network resources



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User Interface

Parental Controls



Entertainment Video and Music on Demand

VoD & MoD - top scoring services through DVD quality



Video & Music rental for 24h with low waiting time (via streaming, not download)

Content is king (benchmark is video store)

– Siemens facilitates the access to 1st class content

Hollywood

Complementary applications

Walled Garden

- Web pages made suitable for viewing on TV (“Walled Garden” service portal)



Complementary applications

Games on demand

Very simple to very advanced games requiring dedicated network servers

Consumers emotional benefit - simple games played by normal remote control (e.g. Solitaire, PacMan, Tetris)



Tuxedo Racer



Worms World Party



Lego Racers



Theme Park

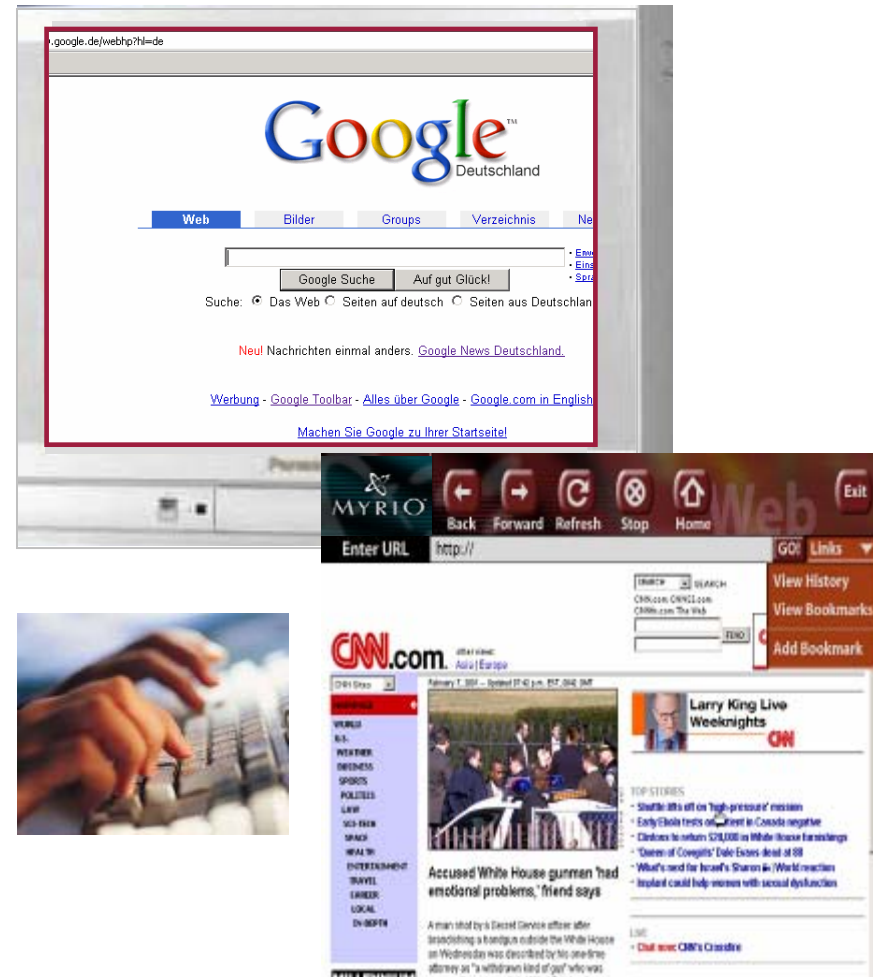


Possibility to connect a console for advanced games

Complementary applications Internet / Web over TV

**Operator can offer a flat-rate with an
Unlimited Internet over TV**

- **Web pages made suitable for viewing on TV (“Walled Garden” service portal)**
- **Cordless keyboard provided to type, e.g. the URLs**
- **Very useful for short surfing sessions**



Communication

Video Telephony and SIP applications

- Normal phone call controlled by POTS, enriched by video over TV at VHS quality
- Easy to use concept – the user feels no difference from a normal telephone call
- Privacy protection (hand-shake procedure, camera lens closeable)
- Possible integration with: 3G phones via UMTS gateways; Conference units; Soft-clients, Video phones, Video mail-box.
- Siemens exclusive call handling process via the “Call Jump Scenario”
- Add SIP based value added services, like Presence, Instant Messaging, Multimedia Conferencing



Messaging over TV

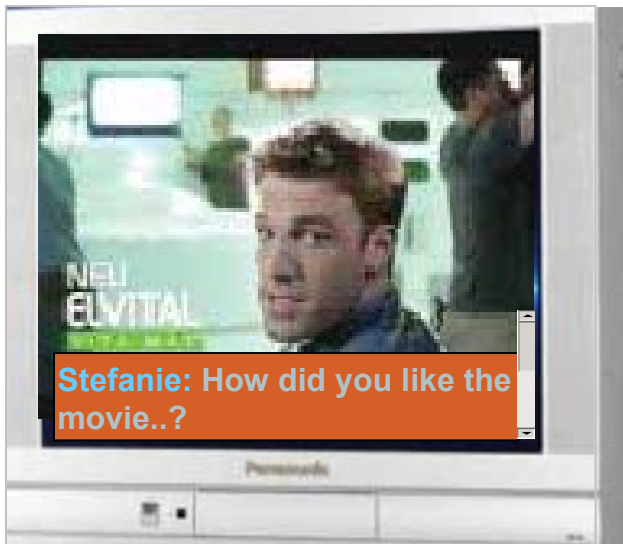


Receive, display & answer SMS/MMS/IM/e-mail on a TV set, e.g. while watching TV:

- keep privacy by login procedure, notification mode customizable

- very interesting service especially for youngsters

- significant willingness to pay, especially if cheaper than mobile



Entertainment

Personal Video Recorder (PVR)

Consumers decide when and what they want to see

- Video Cassette Recorder (VCR) Function – Storage of broadcast programs on personal server space in the network
- Electronic Program Guide (EPG) makes recording very easy
- Options
 - Network based PVR (nPVR)
 - Local PVR (HD in STB)
 - Time Shift TV
 - TV of Yesterday (TVoY)



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SURPASS Home Entertainment Network Architecture Overview

OSS/BSS
Billing, Network Management, Content Management System,
Customer Relationship Management

NetManager
Management system

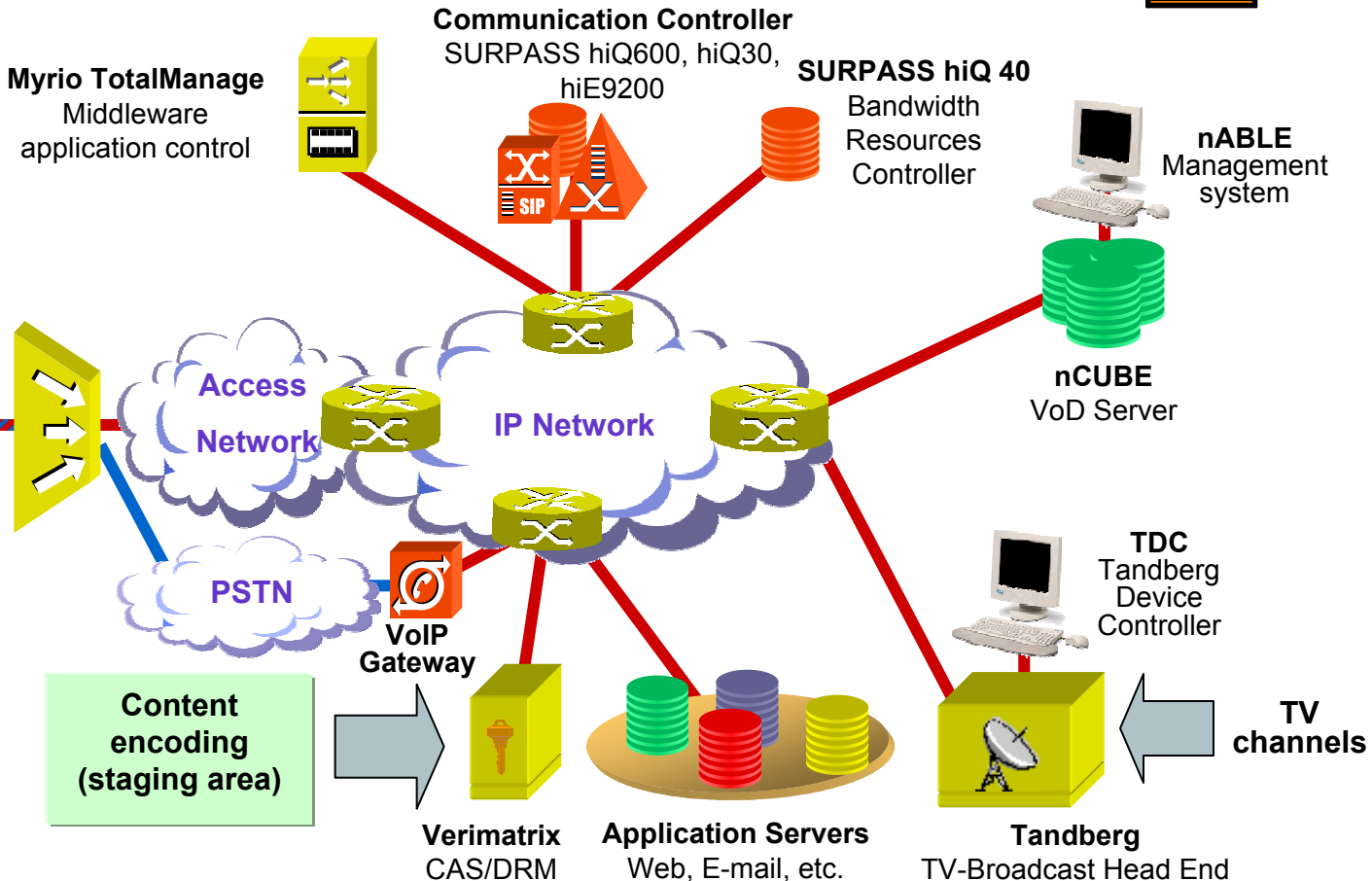
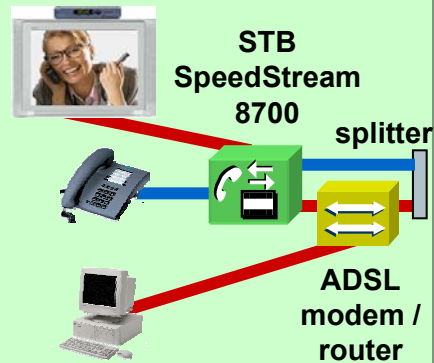
Myrio TotalManage
Middleware
application control

Communication Controller
SURPASS hiQ600, hiQ30,
hiE9200

SURPASS hiQ 40
Bandwidth
Resources
Controller

nABLE
Management
system

Home Network



— voice
— data

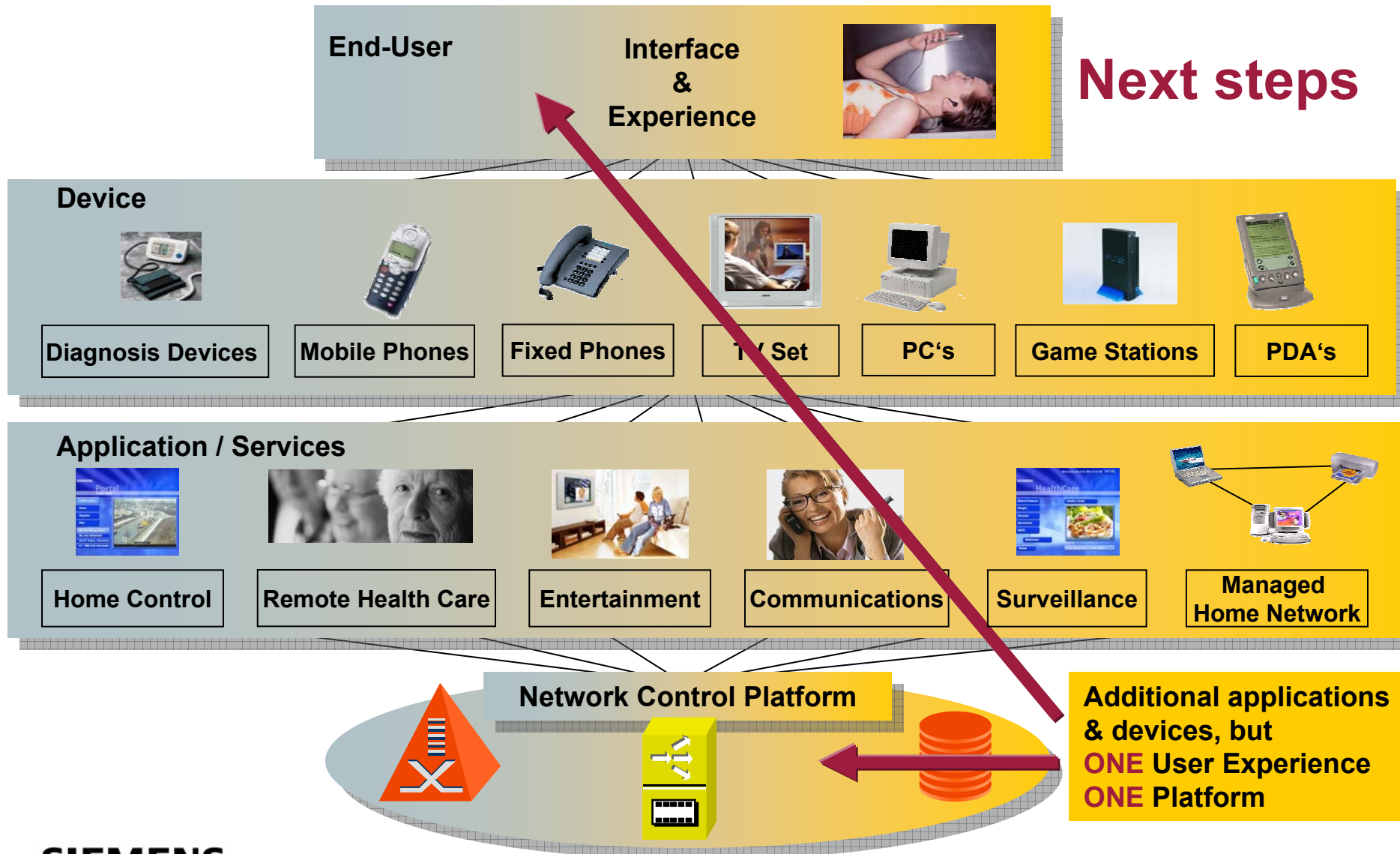
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SURPASS Home Entertainment

Introduction of services beyond triple play





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Thank you!

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