



Cisco 8485DVB MPEG-4 HD Hybrid DVR and Media Server At-A-Glance

Cable Service Providers Can Harness the Power of IP and Broadcast in One Integrated Set-Top

At-A-Glance

Cisco 8485DVB HD-DVR and Media Server

The Cisco® 8485DVB MPEG-4 High-Definition (HD) Hybrid Digital Video Recorder (DVR) and Media Server offers consumers the latest enhancements in television viewing by combining the power of IP and broadcast video in one integrated set-top.

Consumers are demanding new services quickly, and they want these services delivered on more and more devices. At Cisco, we call this the *Connected Life at Home*. The *Connected Life at Home* requires a deep integration between a provider's network and the home.

Cisco expertise in both network and customer premises technologies enable the differentiable services your customers demand. You can accelerate the transition from service provider to experience provider by evolving the video network to a medianet. A medianet is an intelligent network optimized for rich media that is media, endpoint, and network aware to help ensure an optimal quality of the total experience.

Cisco next-generation set-tops, including the 8485DVB HD-DVR, are an extension of medianet and serve as media gateway enablers of the *Connected Life at Home*. When combined together, cable service providers have a foundation for innovative new multimedia experiences.

Create a More Compelling Consumer Experience

The Cisco 8485DVB creates the foundation for cable service providers to expand today's video, voice, and data service bundle. Currently targeted for European cable service providers, the Cisco 8485 DVB offers:

- **Access to Internet and premium content services using the set-top:** This can include viewing Internet content on TV and streaming concerts or music to the set-top. The Ethernet port on the Cisco 8485DVB combined with an IP Services Gateway makes it possible.
- **Media-rich search and EPG functionality:** Clearer and more intuitive viewing menus, guides, and searches across all media content are possible, enabled through the Cisco 8485DVB advanced graphics engine and processing power.
- **Consumer device docking and storage:** The Cisco 8485DVB includes USB 2.0 and Ethernet connectivity ports for consumer electronics devices, allowing consumers to access photos and camcorder images on the TV, listen to music on the sound system, and download content from the set-top onto portable devices.
- **Interactive and community/social networking applications:** The Cisco 8485DVB serves as part of a Connected Home ecosystem in which video can be shared with others outside the home and across platform devices.

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Cisco 8485DVB HD-DVR Front Panel



Cisco 8485DVB HD-DVR Back Panel

Expand Video Service Offerings

Advanced video codecs such as MPEG-4 Advanced Video Coding (AVC) are supported through the Cisco 8485DVB. MPEG-4 delivers video content to the home, requiring half the bandwidth of current MPEG-2 codecs. Bandwidth reclamation enables cable service providers to utilize bandwidth to support revenue-generating services such as expanded video-on-demand (VoD) programming and niche content.

The Cisco 8485DVB works in conjunction with the Cisco Content Delivery System (CDS) to create innovative applications such as time-shifted video and targeted advertising.

Realize Efficiencies in Operating Expenses

Channel-bonded DOCSIS/EuroDOCSIS 2.0 technologies converge the network of IP data, video, and voice across a common infrastructure while creating bandwidth efficiencies above and beyond MPEG-4 video compression.

The Cisco 8485DVB uses the Cisco video network to enable both QAM-based video delivery as well as IP video delivered over DOCSIS, all while taking advantage of Cisco's flexible, access-independent IP delivering structure optimized by the Cisco uBR10012 CMTS platform. The Cisco 8485DVB allows service providers to implement H.264 and IPTV in a single upgrade step.



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Benefits of the Cisco 8485DVB

The Cisco 8485DVB continues a heritage of video entertainment and technological innovation, adding to our current HD/DVR product portfolio with the following capabilities:

- **Performance enhancement:** An advanced system on chip (SoC) delivering 300 percent more processing power than previous generations, which enables faster delivery of interactive services and the ability to support future applications.
- **Increased hours of storage capacity:** Standard 320 GB hard disk drive doubles the DVR storage of previous HD/DVR models. The Cisco video architecture is capable of supporting one terabyte capacities and beyond.
- **Transport independent:** Hybrid IPTV/DVB-C design supports sending and receiving streaming media using IP. The 8485DVB also implements dual DVB-C tuners for receipt of QAM-modulated video, enabling dual recording of DVB-C network broadcasted content.
- **Secure:** Renewable security capable with SmartCARD technology combined with the ability to support multiple third-party conditional access systems. The Cisco video architecture is fully flexible in supporting digital rights management where video is delivered over IPTV or QAM methods.
- **Environmentally conscious:** Includes features such as a fanless DVR to minimize noise and meets energy efficiency compliance with EuP Lot 6 and low power mode options.

- **Dot matrix display:** New and improved format for textual display of metadata such as channel, song title, program title, artist, and so on.
- **Video-over-DOCSIS (VDOC) capable:** VDOC provides operators with the ability to transport data, IP voice, and video, all over the same network.
- **Flexibility:** Increased consumer choice for cross-platform content sharing with a new USB 2.0 port for connectivity to consumer electronic devices such as digital video cameras and memory sticks. Consumers also have the ability to view IP and broadcast video in one set-top device. The Cisco 8484DVB device ecosystem allows for video transcoding and subsequent content sharing within and outside the home.

Why Cisco?

The Cisco 8485DVB HD-DVR and Media Server gives you the power to create more social, more visual, and more personal user experiences featuring in-home and mobile connectivity that help your site battle competitive pressures in the marketplace. And when combined with our IP Services Gateways and CDS, your video network, enabled by Cisco, can deliver these benefits:

- Differentiate your bundle offering by bridging services and experiences that were once separate.
- Open new revenue opportunities built around multimedia experiences consumers can enjoy today and into the future.

- Maximize the efficiency of your network operations so that it is more intelligent, integrated, and cost-effective.
- Migrate to the next generation of IP video service delivery while dramatically increasing the efficiency of the video network and creating the pathways to deliver more social, more personal, and more interactive experiences to consumers.
- Build the foundation for network-driven and CPE-driven services such as time-shifting video, video delivery to any device within and outside the home, and targeted advertising.

Cisco has been a proven leader in video and video system solutions for more than three decades. You can count on our knowledge and experience to deliver set-top solutions optimized for your operation. Now you can bring the assets of Cisco together so that your site can reinvent the home.

For More Information

For more information about Cisco next-generation set-top solutions, contact your Cisco sales representative or email sales@cisco.com.

For more information, visit us at: www.cisco.com