



## Game-changing Bandwidth Expansion to Supercharge Multi-Gigabit Broadband and Multiscreen IPTV Migration *Costs Less than 1% of Fiber Overbuilds and Less than 3% of Plant Upgrades*

Happy 18<sup>th</sup> birthday Adara! Our revolutionary Bandwidth Solution delivers 10X increases in broadband speeds to multi-Gigabit, while ensuring a superior streaming video customer experience and dramatically increasing operator revenues and profits for unprecedented ROI.

The Solution drives incremental revenue by, first, enabling faster and higher-priced Broadband tiers to be offered years earlier. Second, as direct-to-consumer streaming services continue to prove unsustainable, the solution enables operators to more effectively fill this void by super-bundling linear TV+DVR with Netflix, Disney+, Prime Video, YouTube, etc. in the operator's migration to multiscreen IP video. Importantly, operators who bundle video with broadband enjoy 2X-5X the **broadband** subscriber growth rate and lower churn. Also enabled are revenue-generating IPTV solution features including multiscreen advertising of operator broadband services to further super-charge market share and growth.

The Solution deploys quickly in just a few months with no customer disruption and associated revenue losses. And, at a cost typically under \$5/HP, the incremental revenue helps fund longer-term fiber builds costing \$1000/HP and plant upgrades costing \$200/HP. Further, the Solution has a multiplier effect on Internet capacity/speeds because it is completely compatible with other broadband expansion initiatives such as DOCSIS 3.0, 3.1, 4.0, DAA/R-PHY, plant upgrades and fiber builds.

The diagram illustrates the transition from a limited bandwidth state to a multi-gigabit state. On the left, a fiber optic cable is shown with a small blue circle at its tip labeled 'Limited Video' and 'Limited DOCSIS'. On the right, a larger fiber optic cable is shown with a large orange circle at its tip labeled 'multi-GIGABIT DOCSIS' and 'Unlimited Video'. A large orange box on the right contains three checkmarks: 'NO customer disruption', 'NO new CPE', and 'SAVE \$\$\$ Millions'. The background features a blue and white wavy pattern.

**BEFORE**

Limited Video  
Limited DOCSIS

**AFTER**

multi-GIGABIT DOCSIS  
Unlimited Video

- ✓ NO customer disruption
- ✓ NO new CPE
- ✓ SAVE \$\$\$ Millions