



## ***HOME & NETWORKS MOBILITY PROFILE***

We are a global communications leader focused on accelerating the delivery of personal media experiences. Consumers' desire for personalized, rich media on their terms – any time, any place, any device – is transforming consumer lifestyles and the communications marketplace. We call this trend 'Media Mobility,' and service providers around the world need solutions and expertise from a trusted partner like Motorola to evolve their networks to, in and beyond the home to meet the exploding demand for bandwidth and innovative services.

Motorola's Home & Networks Mobility business provides a comprehensive end-to-end solution for Media Mobility, consisting of market-leading products, tools, and support, that addresses the full value chain of an entertainment service provider. Three fundamental forces drive Media Mobility as a consumer experience:

### ***EXPLOSION OF VIDEO CONTENT***

Video content comes from many sources today, from consumer-produced YouTube content to the latest blockbuster from Hollywood. The sheer magnitude of increased video consumption coupled with the shift to high-definition video and audio drives the need for bandwidth and versatility for all communications operators.

### ***SHIFT FROM "PRIME TIME" TO "MY TIME"***

Consumers have evolved the idea of on-demand entertainment to a desire for control over the time and place of their shows and music, control over the playback device and a never-ending menu of content choices. Choice and control over the content schedule is now an expectation among consumers.

### ***BANDWIDTH EXPECTATION***

The insatiable desire for broadband-class bandwidth everywhere – fixed and mobile – is creating a virtuous cycle of consumer expectation and growth. The growth of broadband enables other usage trends and, in turn, those trends make greater demands on networks. Consumers are growing to expect high bandwidth networks available anywhere and a continuous increase in bandwidth as their content interests evolve. The service providers who meet these expectations will enjoy a significant advantage in the constant battle for subscribers.

In this environment, the consumer chooses content, the device for its enjoyment and the time and location for its consumption. Motorola recognizes that the consumer desire for Media Mobility is putting greater demands on the operators' networks and driving them to innovate around service offerings.



To serve this challenging and complex marketplace, the Home and Networks Mobility business unit is composed of three organizations:

### **BROADBAND HOME SOLUTIONS**

Broadband Home Solutions offers a comprehensive portfolio of video, voice and data solutions for the service providers' network to the home, in the home and beyond the home. This portfolio enables the operator to create personalized media services that increase average revenue per users while decreasing churn. The product line ranges from in-home equipment such as set-tops, broadband modems and home gateway systems to infrastructure equipment that aggregates, processes, protects and distributes media to the home.

### **ACCESS NETWORKS**

Access Networks supports cable and wireline service providers as they build out broadband networks, delivering technologies such as GPON (Gigabit Passive Optical Networking), CMTS (Cable Modem Termination Systems), BAN (Broadband Access Network) and FTTx (fiber to the home or enterprise) products.

### **WIRELESS NETWORKS**

Wireless Networks carries Motorola's 35-year history in the cellular networks infrastructure business into the future with the development and deployment of 4G wireless networks, whether WiMAX or Long Term Evolution (LTE). This group also provides end-to-end solutions to service providers around the world by delivering network infrastructure equipment and services. The product offerings range from CDMA to GSM/UMTS technologies to iDEN. Utilizing this group's expertise, operators can create, expand and optimize their networks for voice, data and content delivery.

Together, these organizations cover the full range of consumer entertainment needs for all categories of service provider companies. Ultimately, consumers care about the quality of services rather than underlying technology, and that is why Motorola's Home & Networks Mobility business is focused on accelerating the delivery of personalized media experiences.

## **PRODUCT CATEGORIES**

### **Core/Service Edge**

- Two-Way Digital Video Headend System
- Conditional Access
- Integrated Receivers/Decoders
- Encoders
- Grooming/Rateshaping
- On-Demand Systems
- Digital Ad Insertion
- Bandwidth Management
- Edge QAM
- Software for Managing Bandwidth, Network Devices, Content, and Whole Home Assurance

### **Access Technologies**

- CMTS
- BPON/GPON
- iDEN
- CDMA
- GSM/UMTS
- LTE
- WiMAX

### **Customer Premise**

- Digital Entertainment Set-Top Boxes
- Data DSL Modems
- Data and Voice Cable Modems
- Home Gateways
- WiMAX Modems



**MOTOROLA**

**MOTOROLA, INC.** 101 Tournament Drive, Horsham, PA 19044 USA

[www.motorola.com/serviceproviders](http://www.motorola.com/serviceproviders)

MOTOROLA and the Stylized M Logo are registered in the U.S. Patent and Trademark Office.

All other product or service names are the property of their registered owners. © Motorola, Inc. 2009. All rights reserved.

HELLO MOTO HELLO MOTO  
HELLO MOTO