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Switched Digital Video - Another bandwidth efficiency solution from Motorola



Motorola Switched Digital Video (SDV) Implementation Services leverage our deep broadband expertise, core video capabilities, and critical expertise in overall digital headend and interactive network technologies. Highly skilled and experienced Motorola engineers deliver the end-to-end implementation services that ensure a seamless transition to Motorola's standards-based and robust SDV solution. With a wealth of experience in Video-On-Demand and Interactive Television Applications, Motorola can provide the expertise needed to launch new applications and services for new revenue streams and increased customer retention.

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The explosive growth of digital content, from HD to VOD to personal music channels, and the determined efforts of competitors to bring popular offerings such as very high speed data and scores of new HD broadcast channels to the market, has caused bandwidth to become an increasingly precious commodity to the cable system operator. Motorola's switched digital video solution enables operators to significantly improve their overall plant capacity by managing digital services to stream only the channels actively being viewed or recorded.

Switched digital video has the potential to directly affect the viewing experience of all customers using digital set-top boxes. Therefore, the design, planning, and installation of an SDV implementation must be of the absolute highest quality. Motorola's Switched Digital Video Management Systems deliver solutions to the challenges of managing on-demand services in the broadband cable industry.

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standards-based and robust SDV solution. With a wealth of experience in Video-On-Demand and Interactive Television Applications, Motorola can provide the expertise needed to launch new applications and services for new revenue streams and increased customer retention. SDV Offers:

Increased Bandwidth

By broadcasting only to the channels being viewed, SDV reclaims bandwidth for revenue generating video and data services.

Reduced Capital Expenditures

Repurposing existing bandwidth provides a cost effective alternative to expensive plant upgrades.

Optimized Performance

SDV improves the availability and optimizes the performance of an operator’s digital video network.

Preserved Market Presence

Increasing the revenue generating services that can be offered on an existing network while minimizing capital costs helps operators maintain competitiveness in a challenging marketplace.

To find out more about how your subscribers can benefit from SDV solutions from Motorola, download the whitepaper, [Switched Digital Video - Another bandwidth efficiency solution from Motorola.](#)

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