



Cisco CIS330 IP Set-Top

Compelling, Personalized Entertainment Experiences

The media services landscape is changing dramatically. The days of delivering voice, video, and data services as distinct offerings – with each delivered over its own network, accessed using its own device, and billed as a single subscription – are over. Today, customers demand the ability to access all types of content across all types of devices and expect a consistent, high-quality experience across all environments for “*The Connected Life*.” *The Connected Life* is built upon a home network of hardware that brings together multimedia experiences that were once separate.

Cisco’s® portfolio of IPTV set-tops offers a broad set of features and technical innovations enabling the delivery of next-generation visual networking experiences. This emerging consumer experience category of visual networking blends streaming digital video technology with social networking, which enables more choice, easier navigation of content from the service provider network and the Internet, higher-quality viewing and faster, more personalized interactions. It’s not just that your customers are connected. It’s what you enable them to do with that connection. Cisco’s focus includes distribution of the next wave of consumer visual and multimedia networking experiences with its Internet Protocol Next-Generation Network (IP-NGN).

Cisco provides the innovative products and technologies to meet the growing expectations of media consumers. Our CIS330 IP Set-Top (CIS330) is part of a new generation of set-top devices. With this versatile platform, service providers can deliver a wide range of content including MPEG-2, MPEG-4 Part 10/H.264, and VC-1 video in high-definition (HD) and standard-definition (SD) formats.

Trust Cisco – A Worldwide Leader in End-to-End Digital Video Solutions!:

- More than 25 years of technology experience in the cable market
- Over 34 million digital interactive set-tops using IP signaling shipped
 - 9.5 million DVR/PVR units shipped worldwide
 - 9 million HD models shipped worldwide
- Expertise in operating systems, middleware applications, conditional access and digital rights management
- Industry leader in high-definition, DVR and Multi-Room™ DVR solutions
- First to market with award-winning technologies
- Over 50 labs, 800 engineers focused on continued end-to-end video system innovation



Cisco CIS330 IP Set-Top Front Panel



Cisco CIS330 IP Set-Top Back Panel

Cisco CIS330 IP Set-Top

The Cisco CIS330 IP Set-Top represents a powerful, yet affordable, solution that enables service providers to deliver numerous interactive services over IP networks for the next-generation of entertainment, information, and communication experiences.

CIS330 Features²

Network Enhancements and Support

- **Wide Range of Video Codecs** – MPEG-2, MPEG-4 Part 10/H.264 and VC1 in standard-definition (SD) and high-definition (HD) formats
- **Powerful 459 DMIPS Processor** – Supports fast user response and flexibility for multiple applications
- **Renewable Security Support** – Supports multiple security options with choice of conditional access system (CAS) and digital rights management (DRM) providers³
- **Middleware Support** – Supports multiple options for IP middleware solutions³
- **OS Support** – Supports leading operating systems including Windows[®] CE and Linux[™]
- **Configurable Memory** – Provides support for lightweight or advanced applications
- **Smaller Set-Top Chassis** – Appealing smaller size for placement outside the traditional living room entertainment center

Flexible HDTV Support

- **ATSC Format Support** – Includes 1080i, 720p, 576p, and 576i
- **Allows Stretch and Zoom of Video** – Maximize picture size on HDTV monitors
- **Downconvert Video** – Convert HD to SD format for recording content on analog VCRs
- **Latest Digital Interfaces with Applicable Copy-Protection Standards** – Includes High-Definition Multimedia Interface[®] (HDMI[™]) with High-Bandwidth Digital Content Protection (HDCP)

Home Networking Features

- **Home Networking Support** – Optional integrated Home Phoneline Networking Alliance (HPNA[™]) 3.0 to utilize existing in-home phone lines or coax wiring
- **USB Interface** – Includes front and back panel USB ports for easy-to-access connection with home consumer devices, such as digital cameras
- **IP Compatible** – Uses 10/100Base-T Ethernet interface for IP video and data content

The Power of HPNA Technology

HPNA is a leading-edge technology for networking multimedia entertainment data in the home over both existing coaxial and phone lines. It enables service providers to fulfill the growing demand for multimedia services into the home, through open and interoperable standards. HPNA technology also enables carrier-grade delivery of multiple standard- and high-definition digital video, voice, Internet, and user-generated content.

What Are You Waiting For?

We welcome the opportunity to discuss our complete IPTV solutions. Please contact your sales representative to learn more about how to take the digital video experience to the IP generation.

1. Figures as of October 2007.

2. Appropriate middleware and application support may be required.

3. Please confer with your Cisco sales representative for more details on compatible middleware and CAS/DRM solutions.



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