



## TVNET The Network Standard for Voice, Video, and Data over Coax



### Overview

Homes today have a greater need for networking than ever before. With computers, HDTV, IPTV, video game consoles, PVRs, and voice over IP becoming more prevalent in homes, consumers have a need to network these products in a simple, cost-effective fashion. Telephone companies, cable operators, and providers of satellite television have rapidly recognized that a cost-effective and instant network is needed in order to deliver their services to a larger customer base. The requirements of an in-home networking standard are simple: It must install quickly, provide quality of service, and be inexpensive. TVNET addresses these three concerns.

### TVNET Ready

TVNET transforms a home's existing coaxial cable into a high-speed home network that seamlessly delivers Ethernet over wiring that already exists in consumers' homes. The philosophy behind TVNET is three-pronged: simple, inexpensive, and reliable. TVNET Ready products do not require any rewiring, software installation, or ongoing monitoring; installation is as simple as plugging cables into any TVNET device.

After connecting a TVNET adapter to the video or broadband source, all coax jacks throughout a home become network-enabled. End users can then gain access to the Internet, stream high-quality video and audio (including HDTV and multi-channel TV), and share peripherals by simply connecting a TVNET adapter to the coax jack.

The TVNET Standard means that any network-enabled device is ready-to-go. There is no requirement that devices come embedded with special technology or chips, and as mentioned above, the network functions without software upgrades or expensive maintenance.

### Technology

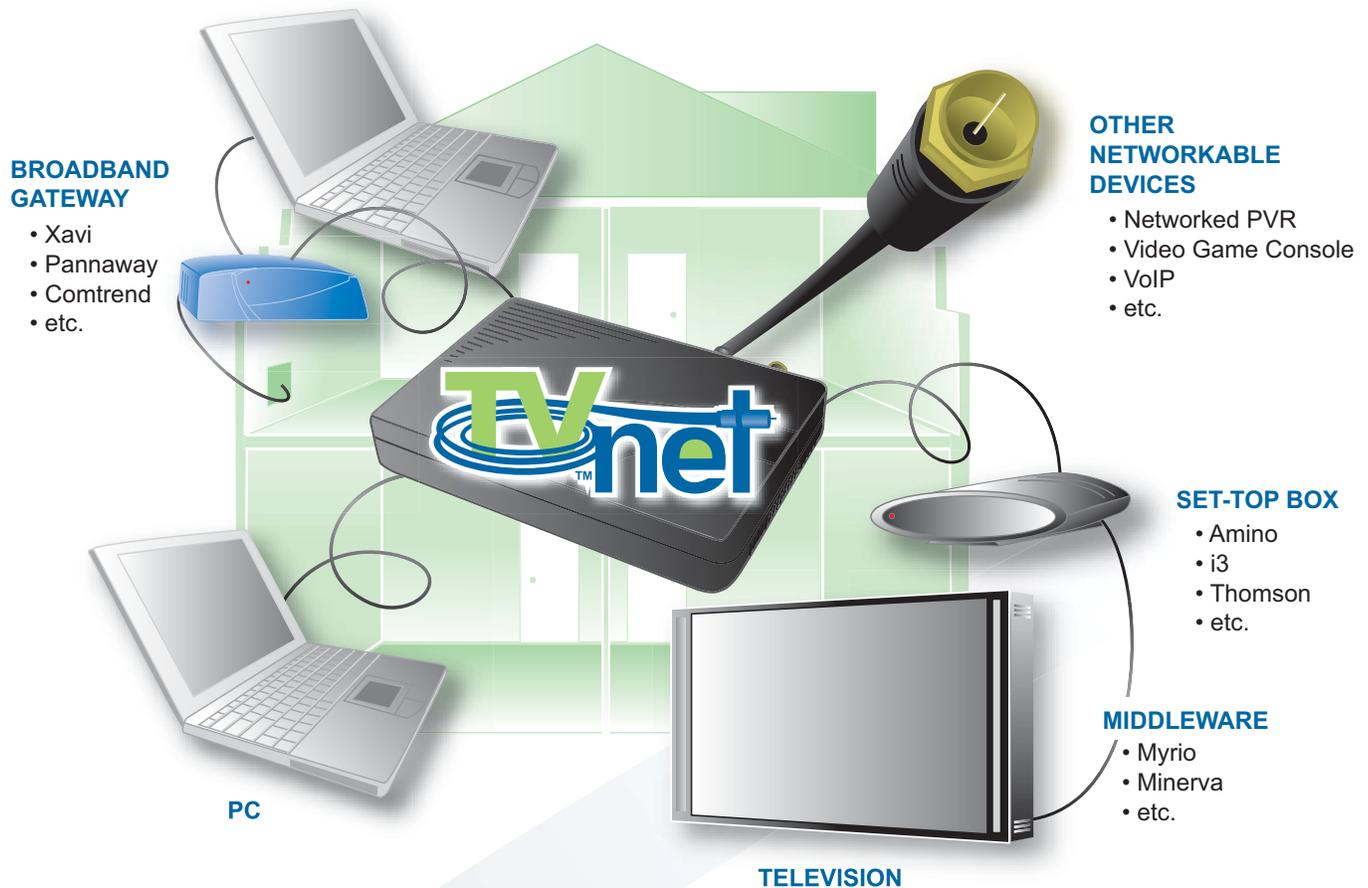
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## Installation and Operation

When the first TVNET interface is attached to an in-home coaxial wall jack, all wall jacks throughout the home are instantly transformed into an IP network. A TVNET adapter is required at each connection point, and TVNET adapters are compatible with Windows, Mac, and Linux based PCs.

## Secure Network

TVNET -based coax networks are transparent to Cat-5 Ethernet and wireless LANs. Therefore, TVNET adapters cannot be sniffed, snooped, hacked, or eavesdropped upon by offsite threats.

## Available TVNET Products

- **TVNET /IP (IPTV 7000)** - Designed to enable telcos to instantly deploy IPTV over existing coaxial wiring.
- **TVNET/C** - Designed for cable operators and MSOs that wish to provide IP-based services without disrupting current Cable television offerings.
- **TVNET/S** - Designed to enable satellite TV providers to deliver IP-based services without disrupting current satellite television service.
- **TVNET/Phy** - Our design-in is intended to be integrated into partners' products, such as set-top boxes or modems; TVNET design-ins are a way to license the technology to offer customers more options.

**#1 in IPTV Networking**



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