

FAST FACTS **Video**

We are experiencing the rapid emergence of an all-video world, where rich video content permeates every facet of the broadband experience. Service providers competing in this rapidly changing environment are engaged in an escalating battle for ownership of the consumer. As this battle intensifies, it's clear that voice, Internet access, and video have converged into integrated, advanced IP services. As a result, service providers have identified IPTV, RF overlay, and over-the-top video as key weapons in defending their existing voice relationships and expanding into new, high-value services—from traditional broadcast TV to unique forms of interactive entertainment. More than just an incremental service offering, video has become a service imperative that establishes the foundation on which all future services and customer relationships will be built and maintained. More than any single application, video services drive increased subscriber revenue and lay the foundation for advanced applications integration.

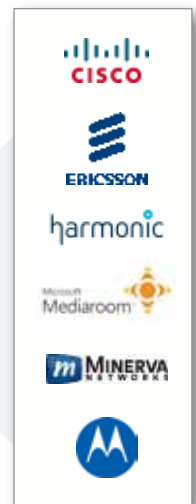
VIDEO PROFILE

Customers

Calix is the industry leader in North American video and IPTV deployments by wireline communications service providers. **More than 400 service providers** offer revenue-generating video services across the Calix Unified Access portfolio. These services include HDTV, VOD, DVR, two-way RF return, and interactive video applications. Deployments have utilized a variety of fiber- and copper-based access media.

Deployment Metrics

Number of active video deployments... **400+**
 IPTV deployments **275+**
 RF overlay deployments **150+**
 RF Return (RFOG) deployments **50+**



VIDEO SOLUTIONS

Service providers quickly learn that there is a world of difference between demonstrating video delivery and achieving commercial video deployment success. Selecting the right partner and access infrastructure plays a decisive role in building and sustaining success. With more IPTV and RF video overlay deployments in North America than any other access vendor, Calix has the breadth of implementation experience required to understand the challenges of video deployments, and a strong track record of customer success.

The Calix Unified Access Infrastructure was built to deliver the broadest range of video services. Although each platform is optimized for different deployment scenarios, the platforms together provide a wide range of video implementation alternatives, all managed as one network via the Calix Management System (CMS), and able to be viewed and analyzed in real time thru the Compass Flow Analyzer Platform. The result: a single network view and video provisioning model across the Unified Access Infrastructure, and a uniform customer experience independent of service, media, or protocol.



CALIX TECHNOLOGY OPTIONS

The Calix B-, C- and E-Series platforms provide unrivaled video transport and service flexibility. Leveraging ADSL2+, bonded ADSL2+, VDSL2, GPON, and Active Ethernet technologies, they provide the flexibility to strike the appropriate balance between high bandwidth service demands and the individual service provider's timeline for technological evolution. Because these platforms support 10GE and OC-48 carrier grade transport, they provide the bandwidth required for next generation interactive and HD services. Service providers find the modularity of the Calix E7-2 ESAP exceptionally compelling, as each 1RU, two-slot chassis can be deployed incrementally as demand dictates, yet managed as a single, customizable chassis. This unmatched flexibility enables the CSP to closely and predictably align its OPEX budget planning with video services take rate. Calix GPON solutions also support RF overlay video across a variety of ONTs, with support for integrated RF return (RFOG) also available. Calix RF overlay solutions are compatible with major cable headends and conditional access systems, maximizing deployment flexibility. With the capability to deliver, support, and manage CO, RT, nodal, and FTTP-based deployments, Calix solutions enable confident deployment of entertainment grade infrastructure that can seamlessly evolve to support future IP service requirements – while providing operational simplicity and a uniform service experience for all subscribers.

EXTENSIVE VIDEO PROGRAMS AND SUPPORT

Calix provides an array of programs to facilitate video implementations. The Calix Compatible Partner Program, the industry's foremost interoperability program, provides assurance that all elements of the ecosystem work together harmoniously. Formal support programs and specialized tools provide additional assistance for Calix customers. In addition, Calix Professional Services can apply its years of field-proven expertise to ensure successful video deployments – from initial planning and design through acceptance testing and final rollout. With support from Calix, the result is smooth implementations, faster time-to-market, and accelerated return on investment.

