

be an aspect of digital service that prices it out of the spending range of the typical operator. These costs are mitigated with the Skyway Connect approach however, because they are provided as included services for the operator.

This ability to launch an IPTV system complete with basic middleware, DRM, and CAS features, gives you a “Day One Ready” digital solution. This leaves to later the choices of a future “Ramped - Pay as You Go” approach in delivering services to your developing customer base.

Because the wave of the present is to all digital television, a sweeping change to convert to digital TV sets, digital STBs and in-home computer gateways is already underway. Although there is significant cost to these devices and analog sets cannot utilize digital signals, the reduced cost of a SkyWay headend goes a long way toward offsetting STB cost when compared with the cost of a digital system with encoders and multiplexers.

By utilizing technology that is industry standard, a common service delivery format, and the strengths of leading CAS and middleware partners, a common STB platform can be leveraged across multiple delivery systems.

In the process of utilizing digital encoding of video, audio and data, every service

point of use is identified back to the system source. Each has a unique ID which ties you and your subscriber back to a central authentication system in which each digital TV set, STB or in-home gateway creates individual account information. The ultimate subscriber pays for the video, data, telephone or other services they order.

Through a service relationship with you, SkyWay Connect can deliver billing to you for your entire customer list or offer complete automated direct billing as another cost saving service.



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WHO IS SkyWay?

SkyWay Connect™, is a digital television content transport service especially suited to small and medium sized cable distribution and telephone company (telco) franchises located anywhere in North America. SkyWay Connect, Inc. will deliver an aggregated video programming service through PanAmSat Galaxy 3C satellite transponders. The lineup consists of up to 200 standard definition plus 16 high definition channels using MPEG-4 AVC encoding, open standard conditional access (CAS), watermarking, fingerprinting and digital rights management (DRM) technologies.

The combination of PanAmSat and founder Antenna Technology Communications, Inc. (ATCi) brings two highly experienced and uniquely qualified groups together to create the quality video services and value that SkyWay Connect™ will deliver over your system.



WHAT YOU GET

SkyWay Connect™ offers customer selected content strategies, secure open standard conditional access and integrated customizable middleware technologies to this new video transport product. SkyWay Connect™ combines the signals with electronic information structures (EIS) endorsed by the content providers into a digital feed sent to a single satellite and returned to your cable, fiber-to-the-home or private system in a ready-to-distribute IP or ASI form over your plant to your subscribers.

SkyWay Connect's service does not include content rights since you may already have carriage rights in place or you can secure them by joint purchasing through your trade association or cooperative. You are free to establish your own content rights for the content you will carry.

Since your local SkyWay Connect head-end simply converts the down-linked signal to IP or ASI for direct distribution over your outside plant, a single rack of equipment is all that is required. Local and special interest channels can be easily added. The service vastly reduces the capital outlay required since local racks of encoders are unnecessary. And an all digital facility offers flexibility in

future technology upgrades. The result is a much more affordable option than a traditional conversion of an analog or hybrid distribution system to the quality, bandwidth conserving, and channel capacity advantages of digital technology. You save the considerable cost of encoders and multiplexers otherwise required.



SERVICE TECHNOLOGY

SkyWay Connect™ aggregates 200 standard definition plus 16 high definition (HDTV) channels of video and audio services. SkyWay compresses the channels, encrypts, fingerprints, watermarks, adds

digital resource management (DRM) and sends the signal through a single satellite to your headend. The signal is received utilizing a single C band antenna. Rather than duplicate the large capital investment required for equipment at your franchise (SMMF) site, the heavy duty work of receiving and combining the video content is accomplished at the SkyWay master headend before being sent to the satellite.

After SkyWay Connect monitors the picture and sound quality for each channel, the digital content is uplinked to transponders on a single PanAmSat satellite. One receive-only antenna at your site then feeds the down-linked signal to a single rack of equipment. The freed-up bandwidth over a typical cable system allows a cable modem termination system (CMTS) to be incorporated, or more data speed can be delivered over an existing CMTS, vastly increasing service and revenue opportunities. Churn to direct broadcast system (DBS or DTH) providers is curtailed and subscribers can once again be won back to your system.

The all-digital content is then processed at your IPTV facility, allowing you the option of employing the supplied middleware and conditional access system (CAS) components or to utilize your own.

Cost factors associated with stand-alone CAS, DRM and middleware solutions can