

BEYONDEMAND™

True Next-Generation On-Demand Technology



MediaHawk Content Delivery System

- Scalable to support millions of VOD subscribers
- Supports NGOD applications such as time-shifted TV, nDVR and advanced advertising
- Supports third-party applications and clients
- Advanced navigation tools easily connect the customer to the programming
- Utilizes COTS hardware

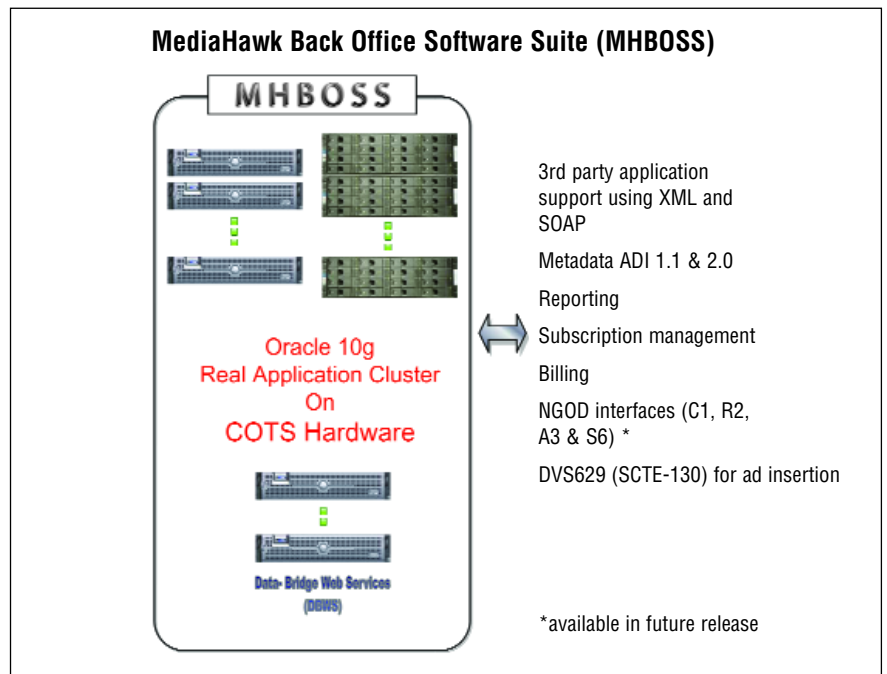
Concurrent's MediaHawk® platform is an award-winning, end-to-end solution that enables applications from video-on-demand, nDVR (network digital video recorders), mosaics, HTML portals and advanced advertising.

The MediaHawk Content Delivery System consists of **MediaHawk Back Office Software Suite (MHBOSS™)**, **MediaHawk 4500** clustered streaming servers, **MediaHawk 4000** video servers, **MediaCache™** flash-based content storage solutions, the **MediaHawk Real-Time Media (RTM)** content management system and **MHPilot™**, an advanced VOD application-authoring platform.

The **MediaHawk On-Demand Back Office Software Suite (MHBOSS)** combines

technological advances in databases and Internet technologies with Concurrent's years of experience in the VOD industry. Built on Oracle's 10g database and Real Application Clusters (RAC), MHBOSS is the latest innovation in Concurrent's expanding line of on-demand software, and enables advanced on-demand applications such as time-shifted TV and nDVR.

MHBOSS enables operators to upgrade systems and deploy new services without service interruptions; operators can deploy advanced applications in a phased manner due to MHBOSS's scalability.



MHBOSS's open architecture allows interoperability with multiple VOD server vendors* and numerous software applications through industry standard interfaces like XML and SOAP, and provides web services for reporting, subscription management, billing and any other applications that require information from the back office. The highly modular architecture provides interfaces for advanced, more capable clients. MHBOSS is also designed for easy integration of OCAP applications and MSO-led projects such as the Comcast Next Generation on Demand platform (NGOD).**

Concurrent's **MHPilot™** is an advanced HTML-based VOD application-authoring platform that addresses the ever-increasing demands of on-demand infrastructure. Hosted on a Microsoft®.NET web server, MHPilot is a rich web application development platform where authored HTML web pages are accessed via commercially available web browser technology on the set-top box over the DOCSIS network.

MHPilot eliminates the need to generate and propagate menus in advance. MSO and third party developers can create custom, traditional VOD menu navigation including category-based menu navigation. MHPilot can also be used to incorporate jacket art display of VOD titles and scaled video for the launch of VOD titles and previews. Menus are updated real-time, enabling real-time data such as ratings.

MHPilot is comprised of the **MediaHawk Navigation Server** and the **MediaHawk Database Server**. Both pieces provide a scalable VOD menuing and navigation solution built upon industry standard web and web-development technologies. The entire system design, although leading edge, utilizes commercial hardware and software and industry standard practices for a scalable web server architecture.

* Available in October 2008 release

** Available in future release



"Concurrent's MHPilot gives us the ability to create our own unique on-demand navigation, and, since it utilizes standard commercial web-development tools, allows us to quickly adapt to fit any new applications."

Tatsuya Yoshihara, deputy general manager
Service Strategy Division and general manager
New Technologies Department, J:COM



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