amino

Upcycle

Revitalize your legacy devices

Delivering a modern user experience is the goal for many Pay TV providers, yet many are constrained by the expenses related to updating their video services. While the set-top box is the in-home enabler of a user interface, channel line-up, and desired video programming to the subscribers' TV, it is more than a box. It is a combination of hardware and software technologies that can truly differentiate an operator's video service offering – and the subscriber experience.

Extend lifetime value

In today's hyper-competitive market, the set-top box platform must balance the demands and expectations of the subscriber with the technical requirements and life time cost of the product. The modern user experience, a basic requirement for most video service providers, includes an updated user interface, multiscreen delivery, blended linear and OTT services on HDMI 1, voice-based content discovery and an agile platform capable of adapting to changing consumer expectations.

This often represents a dilemma for operators facing persistently increasing content costs and tighter CAPEX budgets. The options for updating legacy devices and adding value to existing services have been cumbersome, time consuming and costly. Whether pursuing a Lift and Replace or Cap and Grow strategy, the operator typically experiences a spike in both CAPEX and OPEX due to the management of two platforms simultaneously.

The CFO wants a **return on invested capital**

The competitive landscape **has changed entirely**

Consumers expect **enhanced services**

Content providers want **higher fees**

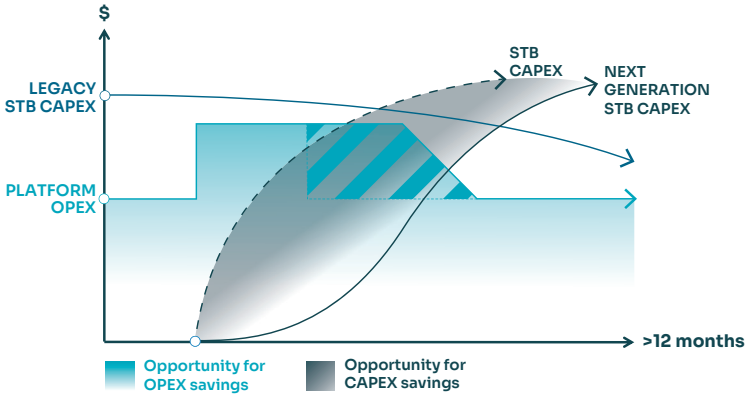
Update service capabilities without a truck roll

Amino offers an alternative for replacing legacy set-top boxes. We call it “upcycling”.

We extend the life of deployed set-top box assets, improving the return on investment. We do this by replacing the firmware, which typically has not been updated. It is replaced by AminoOS, a device platform software layer, and firmware that is that is continuously updated to support the latest standards and protocols being introduced to the TV business.

This gives operators the flexibility to update their back-end applications and enhance exciting service capabilities without having to replace legacy STBs.

The diagram here lays out the two traditional models for updating video platforms. It lays out the commercial and operational issues relating to those two models and indicates the advantages of upcycling. The two models are explained in a bit more detail below.



Shaded areas show the comparative savings between Upcycling and OPEX impact of traditional Lift & Replace or Cap & Grow STB replacement models

Lift and Replace

This is the model whereby all legacy CPE and STB hardware are replaced with a current generation equivalent, and at a first glance this looks like utopia: rapid transition, with no legacy boxes to deal with.

However, this is clearly an extremely expensive approach, requiring concentrated near-term investment for a complete swap out of legacy hardware, which in turn creates the risk of generating a significant and potentially irreversible churn point: which in turn could threaten the ability to maximise ROI within reasonable timescales.

Cap and Grow

This model maintains existing customers on the current service, while offering updated service capabilities to subscribers who select a more advanced device. A complete service migration can take up to 5 years, does not resolve the limitations of legacy hardware, and requires the operator to manage two platforms for an extended period of time.

The complexity of managing two sets of ecosystems and suppliers - with related support and maintenance issues, presents a significant risk that subscribers will become frustrated with the legacy service and churn out to a competitor.

Amino **leverages its decades of experience** in the set-top box market with keen attention to the **importance of the software stack** (AminoOS). For example, AminoOS includes a native DASH player that allows operators to deliver OTT services via set-top boxes that were not previously able to enable streaming. AminoOS also supports streaming security platforms such as Widevine DRM in addition to traditional conditional access systems.

Upcycling breathes new life into aging video services

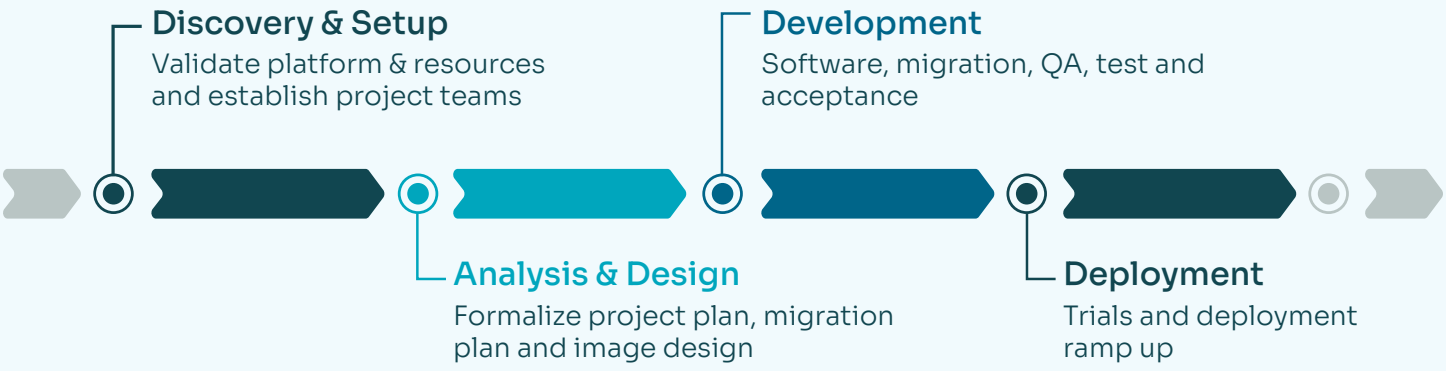
Benefit from a proven methodology

The key to a successful upcycling project lies in Amino's professional services capabilities. We provide the technical expertise required to manage a legacy migration project. Amino has defined a 2-phase program using a proven methodology.

Phase 1 - Validating feasibility

In this phase Amino reviews existing technology, identifies dependencies and defines relevant AminoOS capabilities that can be supported on the legacy devices. Amino provides a report detailing findings, feasibility and a proposed migration process. Only upon review and agreement with the customer will Amino initiate Phase 2.

Phase 2 - Migration process



In this phase Amino prepares legacy devices for migration to an updated version of AminoOS. Amino collaborates with operators to assemble the relevant internal, operator and partner resources to ensure a smooth migration process.

Refresh the user interface

In addition to updating the software powering set-top boxes, Amino's sister company, 24i, can help operators update the user interface. Their turn-key video app development platform provides an intuitive and consistent user interface on all devices, while merging the EPG requirements of legacy Pay TV with the layout and imagery of OTT streaming services.

Operators gain new flexibility to promote their brand and curate content based on subscriber trends, while providing subscribers with the improved convenience of navigating all available content via one UI.

Cincinnati Bell
connecting what matters

"We're delighted to present our subscriber base with a fresh user interface and new media choices without the time-consuming logistics associated with a complete hardware replacement. With Amino's long history of successful deployments powered by AminoOS Enable, we were confident that Enable was the right choice for our customers."

Tom Simpson
Chief Technology Oficer
at Cincinnati Bell

PCCW

"Amino's Enable TV and its professional development team provide strong support to PCCW Media, creating a unique and powerful platform for today and future service innovations. For instance, on top of AminoOS Enable software, PCCW Media is integrating our next generation user interface (UX3) empowering customers to access rich content offerings with greater ease."

Belinda Chan
SVP of Technology & Operations
at PCCW Media

Maximize existing assets

Upcycling gives legacy devices new life. Concerns about outdated software and firmware disappear as upcycled devices are easily managed from our cloud-hosted service management platform - Amino Engage.

Amino's upcycling program has been proven at diverse customers such as Cincinnati Bell, PCCW, GTD and others. Whether it is migrating from legacy platforms, consolidating multiple device platforms or seeking future facing video devices, upcycling provides a cost-effective alternative for updating aging devices and builds the foundation for keeping them current.

Upcycling key benefits:

Extend the lifecycle of existing devices

Deliver a modern user interface

Environmentally friendly service upgrade

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We would love to know more about your video plans.

Please contact us at letstalk@amino.tv or connect with any of our partners.