



## Total Network Control in the Age of Digital Terrestrial Television (DTT)

A proven solution to optimize network management for complex, hybrid networks.

As the digital television market explodes globally, traditional over-the-air broadcasters now compete with satellite and cable operators to provide new services, including subscription-based TV, electronic program guides and additional programs in additional languages.

This creates a new market sector, Digital Terrestrial Television (DTT), which is emerging with its own complexities. While companies can leverage existing infrastructure to attract new customers and increase revenues, these opportunities also present operational challenges. As these companies begin to host subscribers and sell services, they need a single network control system that enables them to manage these services and deliver on service level agreements.

The MaxView Network Management System solves the complex issues associated with DTT deployment by managing the dispersed customer infrastructure necessary to deliver premium quality services.

Today's business environment requires seamless integration of satellite and growing terrestrial infrastructures, eliminating silo management by enabling a unified network view. Centralized control becomes more important for its efficiency of managing assets and downloads. At the same time, companies need local site management when communications links are down.

The MaxView Network Management System is built to effectively utilize both centralized and local control of hybrid satellite and terrestrial networks. MaxView can also co-exist with existing management systems where it makes sense.

MaxView is currently used by broadcasters and media carriers of all sizes to overcome the challenges of providing high-quality, uninterrupted DTT media services to customers.

### AT A GLANCE

MaxView is a single network control system that enables media companies delivering DTT to compete with satellite and cable companies while optimizing service levels.

MaxView provides:

- Total network control for unified view of entire network
- Seamless interface with existing telemetry systems
- Management of affiliate feeds
- Uplink power control
- Redundancy
- Schedule automation
- Highly scalable architecture



MaxView enables vendor-agnostic MPEG encoder management. Offering more than just device control, MaxView can also collect data and showcase trends to provide the basis for services automation.

MaxView easily adapts to evolving networks, functioning as either the manager-of-managers or element control-and-automation system.

It can deliver a seamless transition to digital broadcasting, optimizing the integration of companies and the addition of services.

The MaxView technology enables broadcasters to provide multiple services with high quality while maintaining service levels because it delivers service automation not just device control.

MaxView uses intuitive tools to build service applications that automate high-value and strategic functions such as Uplink Power Control, Site Diversity, M:N Redundancy and Compression System Management.

MaxView also includes the Service Creation Framework, a proprietary tool that allows non-programmers to graphically create complex automation features. Using point-and-click and drag-and-drop techniques, operators can build drivers, create notifications and automate activities within the network. This allows operators to be responsive and self-sufficient, truly taking ownership of the network and leveraging network assets to increase reliability, reduce operational costs and improve return on investments.

The world of digital television changes the game for over-the-air broadcasters. MaxView is a tool that enables them to take advantage of these new revenue opportunities by assisting them in network optimization and management of service level agreements.

### Service Management and Control with MaxView

