



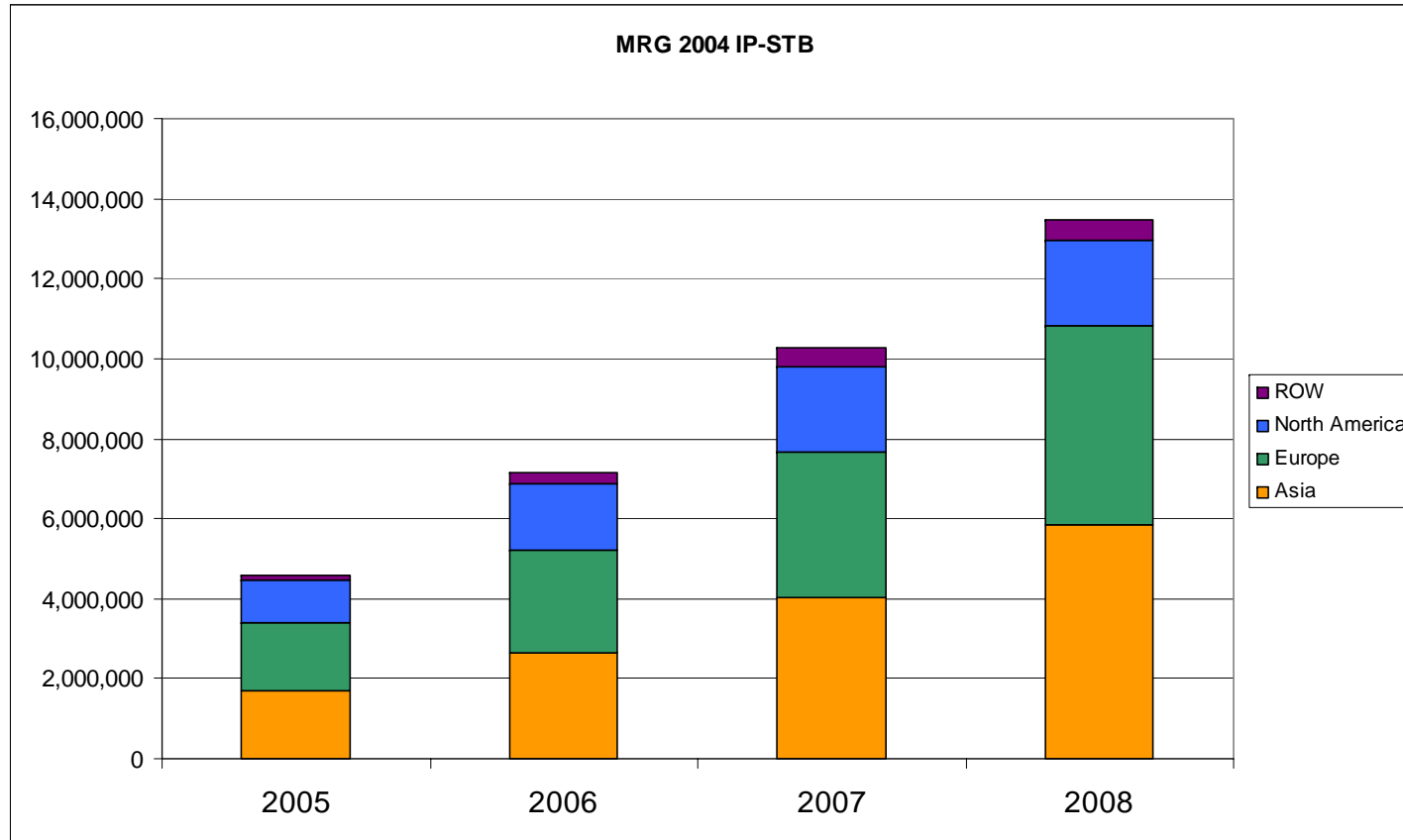
# Equator Technologies

Pixel-Perfect Video For Networks

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# IP-TV Market Growth



# Why?

- Why Ever?
  - New Revenue Streams for Telcos
  - New Models for Cable
  - New Choices for Consumers
  - IP Routability: Low Cost Distribution
- Why Now?
  - Moore's Law
    - Plunging CPE cost: \$50 - \$100 this year
    - Plunging server costs
  - Video Algorithms REACH
    - 1/3 MPEG-2 data rates
    - TV on today's networks
    - HD on new FTTx

# DSLWorld 1

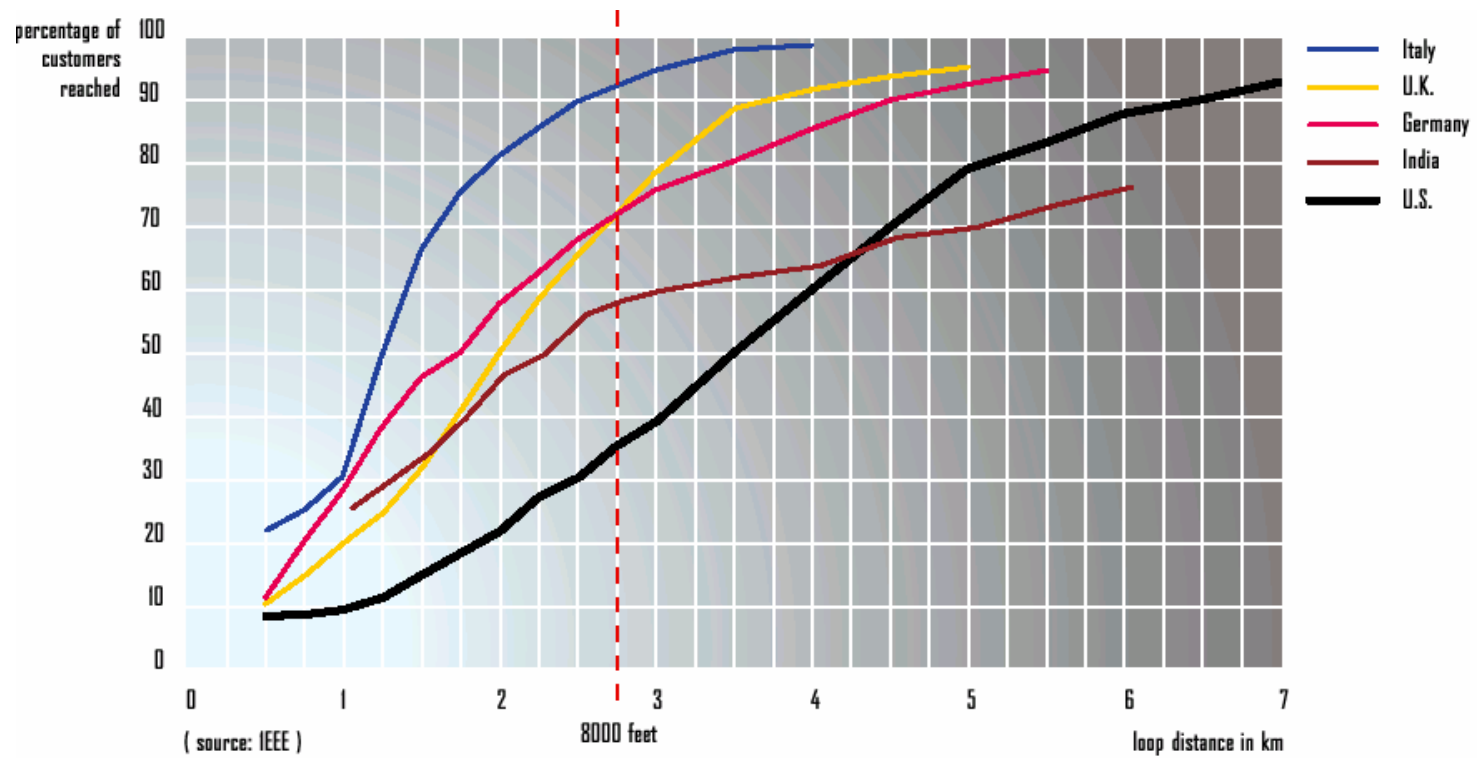


Figure 2. Customers Reached per Loop Length

# DSLWorld 2

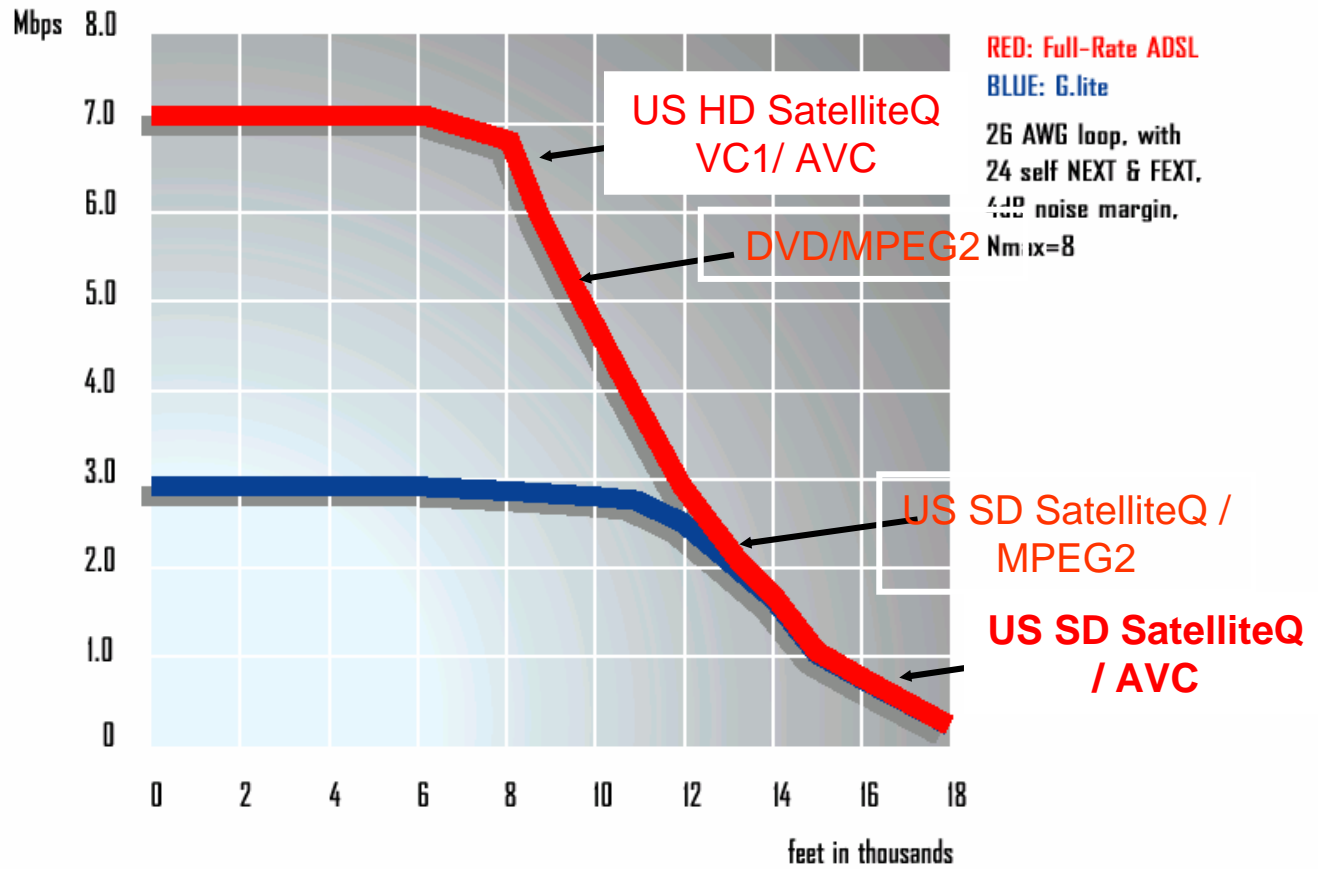
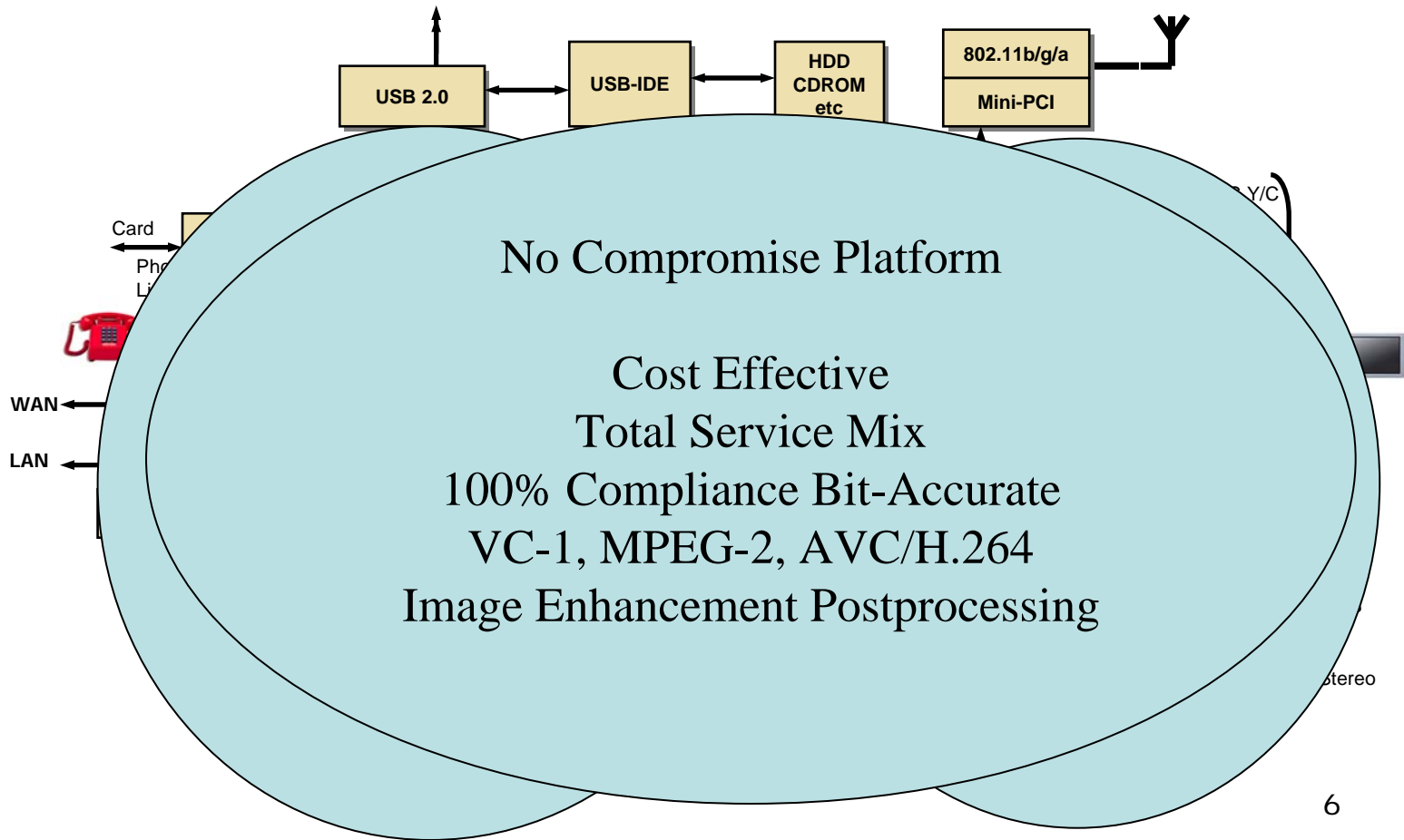


Figure 1. Full-Rate ADSL and G.lite Theoretical Performance

# Sailfish Triple-Play Platform



# CPE Video Options

- ASIC – hardwired custom chip
  - Slow to deploy new services
  - Long time to fix bugs
- General Purpose Processor
  - High cost, high power (\$45, 25W)
  - Low Processing Power for Video
- Communications DSP
  - High MHz, Low Processing Power for Video (sub D1 bit-accurate)
  - Slow to get new services
- Programmable Video Engine (Equator)
  - High Video Processing Power (D1/HD)
  - Low Cost, Low Power (<\$20, <1.5W)
- Choose Carefully!
- The Right Platform Can Speed You To Market
- The Wrong One Can Delay Your Revenues