

May 2003



PowerVu® Program Receiver (D9850) Application Note

Overview

Introduction

This document defines the features, their benefits and the applications the PowerVu® Program Receiver (Model D9850) delivers for programmers, satellite operators and cable system operators. This receiver combines compact size (1RU), low cost and ease of use to deliver high-performance, integrated receiver/decoder (IRD) capabilities in cable headends for the analog-to-digital transition by programmers and the cable systems they serve.

Audience

This application note is intended to provide both programmers and cable system operators with insight into the features and benefits of the PowerVu Program Receiver (Model D9850). The application note focuses on the receiver's capabilities in non-technical terms, making it a versatile resource for virtually any programmer, satellite operator or cable system personnel.

Continued on next page

PowerVu Program Receiver (Model D9850)

The PowerVu Program Receiver (Model D9850) is the first IRD in a new generation of Scientific-Atlanta PowerVu products to specifically address the needs of the cable headend. Its small footprint, attractive price, and ease of use and setup enable it to deliver powerful solutions for both programmers and cable operators.

Value

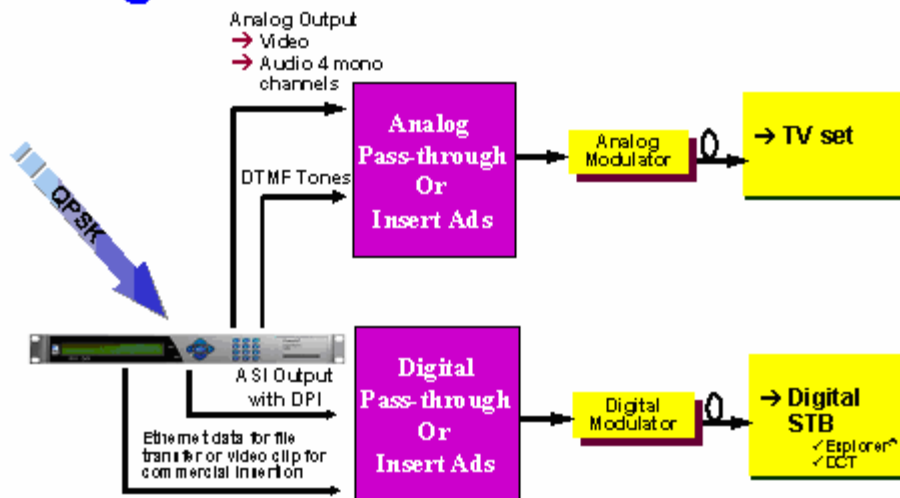
The PowerVu receiver offers value in multiple ways:

- Cost-effective solution for cable's analog tier reception – as much as 30 percent lower than previous-generation, similarly featured receivers
- Conserves rack space with a 1RU enclosure that delivers video, two stereo pair audio, cue tone support, Ethernet connectivity and more
- Future-friendly for digital distribution; DVB ASI transport out and Ethernet port for IP data
- PowerVu Conditional Access (CA) and free-to-air digital satellite reception
- Easy to setup with simple Quick Setup instructions, front panel help screens and user-configurable presets; front panel 2x40 character back-lit LCD delivers convenient monitoring capabilities

Primary Application

The primary application for the receiver is in the cable headend, for use as a drop-in replacement for analog receivers to accelerate the affordable migration from analog to digital services. Available at an attractive low price, it provides programmers with an affordable path for providing receivers to the thousands of headends that need to receive their digital transmissions.

Program Distribution



Continued on next page

Features/Benefits

1RU – Smallest possible footprint enables cable operators to minimize space needed to receive digital transmissions.

Inputs – Standard unit comes equipped with one RF input with an optional model available with four RF inputs.

Outputs – Dual video outputs; one for signal delivery to modulator and another to connect to a video monitor to view the exact video being delivered to consumers. Two stereo pairs of analog audio balanced outputs. ASI transport output.

Cue Tones – Support for DTMF cue tones provides new revenue opportunities through local ad insertion.

Context-sensitive Help Message – When the “i” symbol appears on the LCD, pressing front panel INFO key provides help message for the active parameter.

Main Menu – Provides simple access to:

- Decoder status (for the current tuned channel)
- Preset/Input (a sub-menu for setting/selecting presets and input parameters)
- Setup (a sub-menu for configuration of other features)
- “About” information (software and hardware versions and user address)
- Diagnostics (error messages)

Free-to-Air – The PowerVu receiver is an excellent choice for accessing any free-to-air DVB- or MPEG-2 compliant digital signal.

Audio – The receiver’s two stereo pairs of audio outputs allow SAP (Second Audio Program) delivery for multiple language programs.

Remote Control – The receiver provides controlled outputs that respond to instructions from the uplink site to the headend/ downlink site.

2X40 Backlit LCD – Greatly improves cable technicians’ ability to set up and troubleshoot the receiver by eliminating the need for a TV monitor required by previous generations to view settings.

Pre-Sets – Up to 64 pre-sets can be stored in the receiver to expand the versatility of the receiver. These sets of parameters can be used for both disaster recovery and for fast, simple re-configuration of the receiver to accept transmissions from varied transponders.

Continued on next page

Future-Friendly

ASI Output – The receiver’s ASI output provides transition to digital carriage in the future, i.e. the receiver can be set up to receive digital signal, but only output analog content until the programmer is ready to allow it to be carried in the digital tier.

Ethernet Port – Another future-friendly feature is a 10/100BT Ethernet port. This port can carry IP data to enable programmers to carry IP data in addition to video. This enables the programmer to download files to the cable system’s file server for VOD, SVOD or even ads for ad insertion server. SNMP support, planned for future versions of the receiver, will enable the Ethernet port to be used for remote monitoring and controlling the receiver’s status. The Ethernet port is currently on the receiver, with IP data and SNMP control software planned as future software downloads to provide those capabilities. Current monitor and control is via Telnet.

Disaster Recovery – Models of the receiver with four RF inputs can support a disaster recovery application. For example, if a programmer uses multiple satellite transponders, the receiver can be programmed to poll a series of transponders until it finds one with the proper programming if it loses signal from its primary transponder. The receiver is already equipped to store presets for multiple transponders, while the disaster recovery software is scheduled to be available for download in the future.

Field Trial Comments

At MSO and programmer sites, the PowerVu receiver has delivered performance that resulted in these reviews by users:

“Display is easy to access.”

“Simple and easy to navigate.”

“The menu navigation and structure are what I like the best.”

“I like the ability to configure inactive presets without affecting the on-air presets.”

“The display is great. Adding the name should prevent techs from changing the wrong decoder. This will help small operators who sometimes do not have a monitor or a usable TV in the headend.”

“It’s a great box...size, features, price! The headends are going to like the D9850. I have been promoting it and get a very favorable response.”

For Information

If You Have Questions

Region	Assistance Centers	Telephone and Fax Numbers
North America South America Central America	Atlanta, Georgia United States	For <i>Technical Support</i> , call: Toll-free 1.888.949.4786 Local 416.299.6888 Fax 416.299.7145 For <i>Customer Service</i> questions, call: Toll-free 1.888.949.4786 Local 416.299.6888 Fax 416.299.7145
Europe	England	Telephone +44.(0).8708.325.400 Fax +44.(0).8708.325.444
Asia-Pacific	Hong Kong, China	Telephone +852.2522.5059 Fax +852-2522-5624
Australia	Sydney, Australia	Telephone +6129.452.3388 Fax +6129.451.4432
Japan	Tokyo, Japan	Telephone +81.3-5322.2067 Fax +81.3-5322.1311

Want **MORE?**

www.scientificatlanta.com

Now

TALK

to someone

United States

Scientific-Atlanta, Inc., 5030 Sugarloaf Parkway, Box 465447, Lawrenceville, GA 30042; Tel: 770.903.5000

Europe

Scientific-Atlanta Europe GmbH, Westerbachstrasse 28, 61476 Kronberg, Germany; Tel: 49.6173.928.000

Asia-Pacific

Scientific-Atlanta (Singapore) Pte. Ltd., 1 Claymore Drive, #08-11 Orchard Towers, Singapore 229594; Tel: 65.733.4314

Latin America

Scientific-Atlanta Argentina S.A., Carlos Pelligrini 1149, Piso 11°, Capital Federal C1009ABW, Buenos Aires, Argentina;
Tel: 54.11.4325.2800

Comment

about this

DOCUMENT

If you have comments about your experience with this documentation, please visit the Scientific-Atlanta web site and complete the user documentation satisfaction survey at the following address:

http://www.scientificatlanta.com/my2cents/doc_survey.htm

Your completed survey will be forwarded to the documentation manager responsible for publishing this document.

Scientific-Atlanta, the Scientific-Atlanta logo, and PowerVu are registered trademarks of Scientific-Atlanta, Inc. All other trademarks shown are trademarks of their respective owners. Product and service availability subject to change without notice.