



## **Motorola CherryPicker Enables Personalized Advertising Experiences with Targeted Ad Insertion**

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*Motorola CAP-1000 v2.0 supports hundreds of simultaneous MPEG-2 and MPEG-4 video streams for customized local programming and addressable advertising*

HORSHAM, Pa. – 5 May 2008 – Motorola (NYSE:MOT) today announced the latest software enhancement for the CherryPicker Application Platform (CAP-1000). In addition to MPEG-4 Rate Shaping, the CAP-1000 now offers MPEG-2 rate shaping, ad insertion and statistical multiplexing. Building on the industry proven CherryPicker® platform, the CAP-1000 offers an unparalleled level of performance, density, reliability and stability.

As operators look to maximize bandwidth usage, deploy additional digital services and drive new revenue streams with advanced advertising solutions, the CAP1000 delivers advertising insertion alongside MPEG-4 and MPEG-2 rate shaping capabilities for both standard definition (SD) and high definition (HD) video, all in a dense single rack unit device. The Motorola CAP-1000 v2.0 supports hundreds of simultaneous video streams, with near instantaneous failover redundancy capability.

"Motorola understands the revenue potential of addressable advertising for our customers," said Ray Bontempi, senior director of product management, Digital Video Services, Motorola Home & Networks Mobility. "With this release, the enhanced CAP-1000 gives operators the density, flexibility and high availability they need to maximize bandwidth usage and increase the value of their advertising inventory; to target ads that are the most relevant to any individual video stream in either MPEG-2 or MPEG-4. The CAP-1000 was designed from the ground up to be a highly reliable platform that can grow with our customers' needs, providing the ability to scale via software-only upgrades for the greatest investment protection."

The CAP-1000 v2.0 marks the next-generation of Motorola's Emmy Award-winning series of CherryPicker products. The original CAP-1000 has been expanded via software upgrade to offer full Gigabit Ethernet (GigE) support and high-density MPEG-2 rate shaping to complement existing MPEG-4 capabilities. The new version features a scalable Element Manager that leverages today's infrastructure to support addressable advertising while offering the flexibility to scale for ultra-high density scenarios of the future. The CAP-1000 and its enhanced software was developed by utilizing the code base of the widely deployed DM6400 CherryPicker, the industry-leading, field-proven application platform for localized video and targeted ad insertion.

Motorola provides a continuum of addressable advertising solutions for the cable industry. A demonstration of the capabilities of the CAP-1000 v2.0 and all of Motorola's addressable advertising products will be on display at The Cable Show, New Orleans Convention Center stand # 1405.

### **About Motorola**

Motorola is known around the world for innovation in communications. The company develops technologies, products and services that make mobile experiences possible. Our portfolio includes communications infrastructure, enterprise mobility solutions, digital set-tops, cable modems, mobile devices and Bluetooth accessories. Motorola is committed to delivering next generation communication solutions to people, businesses and governments. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.6 billion in 2007. For more information about our company, our people and our innovations, please visit <http://www.motorola.com>.

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