



## SURPASS Home Entertainment

Profit from emerging broadband services  
for residential customers

Broadband has finally started to be used for the long-predicted purpose of delivering entertainment: music and games and, by far the biggest market, TV. New technologies allow entertainment content to be more interactive and much richer than was previously the case, and these could be the precursor of a much more interactive multimedia entertainment business in the future. In addition, the very distinct worlds of TV, Internet, and telephony are now converging and creating unprecedented types of interactive communication and entertainment bundles. Commonly known as Triple Play services, these consist of a plethora of services such as Video Broadcast, Video/Audio on Demand, Private Video Recorder, Video Telephony, Internet on TV, Walled Garden, and Gaming, to list just some of the many evolving areas.

Siemens SURPASS Home Entertainment permits operators to tap into this consumer mass market with attractive services, balancing shrinking margins in the traditional voice business.

**SIEMENS**

Global network of innovation

[www.siemens.com/surpass](http://www.siemens.com/surpass)

# Bringing the benefits of broadband multimedia dire

## Digital services straight to the living room

In the highly competitive telecommunication market, value-added services play a decisive role in business success. Applications are increasing the end user's loyalty and opening up new sources of revenue. The global phenomenon of Internet growth, combined with the evolution of compression and broadband access technologies, bring to light opportunities to address and exploit new markets through the provision of a multiplicity of innovative digital services.

The benefits of broadband, combined with TV's ease of use, allow operators to tap into a new market that has so far not been addressed. Broadband services are in demand and are gaining acceptance in the living room. The SURPASS Home Entertainment solution from Siemens is a modular concept that allows each carrier to create a customized strategy for entry into the multimedia business.

This solution makes it easy for users to enjoy both entertainment and communication services on their TV. These simple-to-use services are available to any consumer owning a television and a DSL line, turning the television into a true entertainment and communications center.

Extensive consumer research carried out by Siemens, as well as first-in-market experiences of operators, prove that operator-managed entertainment and communications services can yield attractive acceptance and increased revenue streams.

## Put the power of the television set to work

Online games and true video/audio on demand are offered, as well as easy-to-use functions for selecting, watching, and recording TV programs directly from an electronic program guide (EPG). In addition, the solution offers video telephony and exchange of e-mail messages, plus Internet access via the TV.

The DSL return channel also permits carriers to create new interactive TV services in cooperation with broadcasting companies, for example interactive shows. TV broadcast can be included into the service bundle using either TV over DSL (IPTV) or Digital Video Broadcast (DVB-x). This attractive high-quality service bundle, comprising both entertainment and communications services, is brought to the customer premises via the set-top box, which can be easily plugged into the DSL router by the customer. Due to the openness of our concept, a large variety of third-party set-top boxes is supported. The television and other devices such as video cameras or telephones are directly connected to the set-top box, with all online services operating via the Internet Protocol (IP). The carrier controls Quality of Service (QoS) to ensure trouble-free provision of services. The Siemens SpeedStream™ set-top box is the first in the market to support the H.264 (MPEG4) video coding standard, which allows high-quality video with low bandwidth requirements in the access and backbone network.

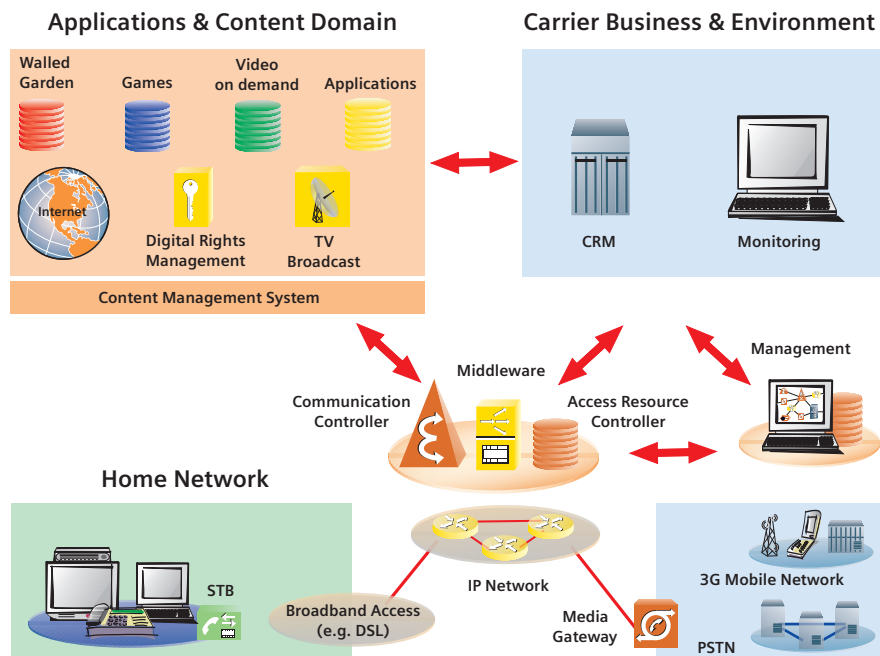


# ctly to the customer

## Second to none in technology and services

The SURPASS Home Entertainment Solution is based on our leading-edge next generation network portfolio, complemented by carefully selected best-of-breed innovative and future-proof products from partners who have already proven their performance with numerous customer references. Siemens has not only selected the partners, but ensures proper and seamless interoperability between the components with its own R&D efforts and our experience in providing carrier-grade networks. We have thus created a robust and reliable solution that is ready for rollout now. Furthermore, the openness of our concept allows us to integrate other third party components, such as the set-top boxes required in a particular market.

Siemens also offers a wide range of integration, build, and value-added services around SURPASS Home Entertainment: end-to-end responsibility for installing and bringing up the system within the existing network, set-top box delivery logistics to the end users (Network On Demand), and Build, Transfer, Operate. This offers operators an easy entry into this new market.



SURPASS Home Entertainment is a key element in the LifeWorks@Com strategy, providing users with a unified, end-to-end means of communication across various devices and media. Building on Siemens core strengths in the fields of fixed and mobile communications, home networking,

building technologies and automation, home appliances, and healthcare solutions, we are well positioned at the innovative edge to evolve the solution into a full range of operator-managed home services (smart home) in the future.



# Our strengths – your gain.

- SURPASS Home Entertainment provides an attractive, easy, and future-proof entry to the evolving market of operator-managed home services. It offers high revenue potential, best-of-breed solution ready for rollout, easy entry in the market supported by Siemens Carrier Services, and a future-proof solution powered by Siemens' leadership in innovation.

[www.siemens.com/surpass](http://www.siemens.com/surpass)

## Abbreviations

3G	Third Generation
CRM	Customer Relationship Management
EPG	Electronic Program Guide
GW	Gateway
QoS	Quality of Service
IP	Internet Protocol
DVB	Digital Video Broadcast
DSL	Digital Subscriber Line
PSTN	Public Switch Telecommunications Network
STB	Set-Top Box

**Siemens Communications** is one of the world's largest players in the telecommunications industry, active in more than 160 countries. Unique in global comparison, Siemens Communications consolidates experience and competence in every key market segment – mobile or fixed-line telephones for consumers as well as complex network infrastructures, solution packages and applications for enterprises and network operators. In addition to its hardware and software portfolio, Siemens Communications offers comprehensive service along the entire value chain. For each and every customer, anytime, from A to Z.

On this basis Siemens Communications is developing solutions for tomorrow's communication. The road to the future has a name: "LifeWorks@Com", an innovative concept aiming at making communication easier and more effective. Both in business and private life, for every network and every device. Concentrating on what's important for our customers, that's what LifeWorks@Com and Siemens Communications stand for.

More information about  
Siemens Communications at  
[www.siemens.com/communications](http://www.siemens.com/communications)

COM-MA-04-021 WS 03052.0  
© Siemens AG 2005 • Communications • Hofmannstr. 51  
D-81359 München

Order No. A50001-N2-W109-1-7600

The information provided in this brochure contains merely general descriptions or characteristics of performance which in case of actual use do not always apply as described or which may change as a result of further development of the products. An obligation to provide the respective characteristics shall only exist if expressly agreed in the terms of contract. Availability and technical specifications are subject to change without notice.

The trademarks used are owned by Siemens AG or their respective owners.

Printed in Germany.