

Terayon

Communication Systems

In a rapidly evolving communications landscape, the ability to react to new technologies and customer needs is critical to the current and future success of content providers, broadcasters and cable and broadband network operators.

Terayon Communication Systems has a longstanding reputation as a leading provider of digital video, voice and data solutions and as the innovator of advanced technologies customers need to capitalize simply and cost-effectively on new market opportunities — without costly infrastructure upgrades.

Terayon's history tracks directly with cable's digital evolution: Today's solutions for Standard Definition (SD) and High Definition (HD) program switching, ad insertion, channel branding and analog-digital simulcasting are direct descendents of earlier Terayon innovations, including digital video grooming, rate shaping and statistical remultiplexing.

Terayon's continued foresight into

shifts in industry fundamentals — including the growth of IP-based services, the impact of Digital Video Recorders (DVRs) and increasing competition for subscriber attention and revenue — enable content and service providers and the advertising community to prepare for and adapt to disruptions of traditional business and advertising models.

While Terayon provides leading edge technology, its combination of pragmatism and vision also has made a difference for customers. Its recognition of the need for an accelerated, yet cost-effective transition to all-digital inspired the creation of a success-based analog-digital simulcast approach to digital

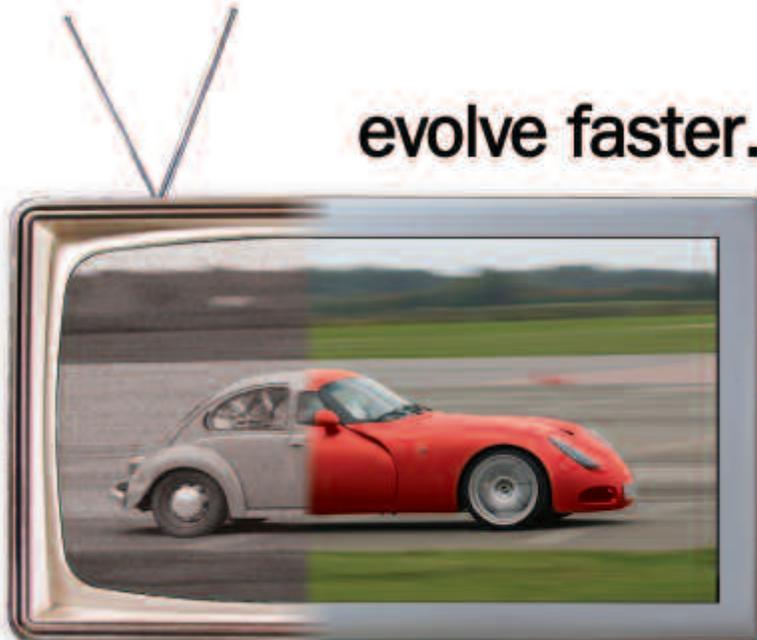
deployment. The same philosophy of matching equipment to subscriber needs impelled the development of modular home networking extensions for cable modems.

Like the cable industry itself, Terayon continues to seek new ways to bring the benefits of its technology to a wider customer base. Through its work with FOX and other broadcasters, the company is a leader in helping programmers brand, switch and manage content in the digital domain with its BP 5100, and is turning increased attention to telecom and satellite video providers.

In addition, Terayon is developing new technologies that create alternatives to the traditional 30 second spot. Its Digital Motion Graphics Overlay technology and next-generation techniques for the insertion of graphics directly into MPEG-2, HD and AVC/H.264 streams increase brand equity for programmers and advertisers without compromising native program quality.

Those innovations are vital to the assurance of a smooth, painless transition to a new era in media buying, placement and tracking, and yet another example of how Terayon enables its customers to deliver picture perfect results where it matters most — on the screen and the bottom line.

evolve faster.



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