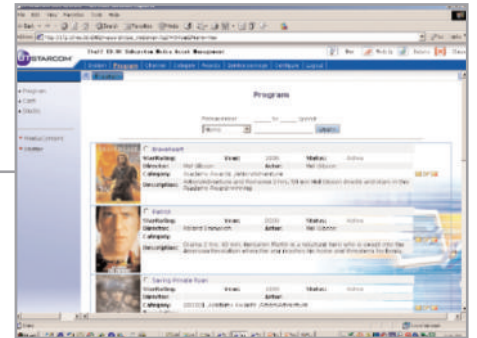


RollingStream™ Operation Support System (OSS)

**IPTV BUSINESS MANAGEMENT SOFTWARE
DELIVERING CARRIER GRADE BUSINESS
OPERATIONS FOR IPTV**



KEY FEATURES:

- **STUDIO CONTRACT MANAGEMENT**
- **MEDIA ASSET MANAGEMENT**
- **PROGRAM SCHEDULING**
- **ACCOUNTING AND BILLING MANAGEMENT**
- **CUSTOMER INCENTIVE PROGRAMS**
- **SUBSCRIBER MANAGEMENT**
- **CUSTOMER ACCOUNT SELF-SERVICE / CONTENT PURCHASE VIA TV INTERFACE**
- **OPERATOR CUSTOMIZABLE WORKFLOW**
- **OPEN INTERFACE TO 3RD PARTY BILLING AND PROVISIONING**
- **CARRIER CLASS PLATFORM**

UTStarcom's RollingStream™ Operation Support System (OSS) enables smooth business operations for RollingStream deployments. Based on UTStarcom's commercially proven mSwitch platform, RollingStream OSS provides carrier grade high availability and scalability. RollingStream OSS delivers an integrated set of functions covering all aspects of IPTV business operations. A comprehensive turnkey system, RollingStream OSS also supports open interfaces for integration with 3rd party billing, provisioning and content acquisition systems.

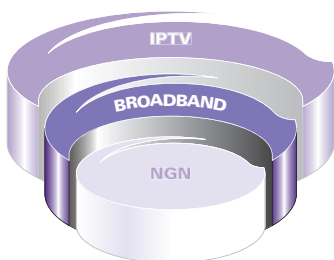
KEY BENEFITS

Reduce Time to Market. Complete integrated package enables operator to focus on marketing practices and customer acquisition to deliver products in the shortest time to market.

Streamline Operations. RollingStream OSS provides workflow-driven media asset management that can be customized to enable operators to define processes that fit their business and operation models. RollingStream media asset management provides the essential data and intelligence for the acquisition, maintenance, distribution & billing of streaming media for live TV, time-shift TV, and VOD applications.

Accelerate market response to maximize profitability. RollingStream OSS provides operators with the maximum flexibility in defining price plans for both TV broadcasting and VOD applications. With regional pricing, prepaid service, credit-based billing, and multiple membership levels, operators can react quickly to market conditions by offering flexible packages. RollingStream OSS enables operators to incentivize their subscribers with discount and reward programs based on purchase and credit history. The platform empowers operators with tremendous flexibility for differentiating their offerings from those of their competitors in order to foster greater customer retention.

Reliable & Scalable Solution. Based on the commercially proven mSwitch platform, RollingStream OSS enables non-stop operation by minimizing down time risk. RollingStream OSS provides linear scalability commensurate with operator business growth, using industry standard hardware and UTStarcom load sharing technology.



SERVER HARDWARE

- SUN Netra Series Servers

SERVER SOFTWARE

- SUN Solaris 10 Operating System
- Oracle 8i/9i Database

METADATA FORMAT SUPPORT

- XML for content metadata

OPEN INTERFACE

- Simple Object Access Protocol (SOAP) interface for service provisioning
- Billing Record mediation and upload available for 3rd party billing systems
- Supports content import from 3rd party content acquisition systems

MEDIA ASSET MANAGEMENT

- Detailed tracking of all media asset contract data for settlement with content provider(s)
- Media metadata information management (Examples include: MPAA rating, cast/crew, and keyword search)
- Generates content acquisition work orders
- Customizable workflow model creation for managing Media Asset Life Cycle

SERVICE AND PRICING PACKAGES

- Flexible definition for multiple pricing packages including promotions, incentives & per event packages
- Supports promotions, incentive programs & per-event packages
- Supports pricing by region
- Subscriber account & service plan management with multiple level memberships and credit allowances
- Supports VOD, SVOD, Channel packages and content packages

BILLING AND ACCOUNTING SERVICES

- Supports real time accounting, billing invoice generation, billing policy & payment management
- Pre-paid Service
- Supports bill processing by 3rd party billing systems

CUSTOMIZATION

- Operator configurable Electronic program guide (EPG) Guide
- Operator customizable workflow for Media Asset Management

INTUITIVE SYSTEM INTERFACE (SYSTEM ADMINISTRATION)

- Easy to use web-based operator interface
- Centralized (location agnostic) operator interface provides control for entire distributed system

SUBSCRIBER MANAGEMENT

- Subscriber registration, activation and deactivation
- Service package creation, signup and inquiry
- Supports third-party provisioning application
- Subscriber provisioning and billing definition
- Supports content rating selection
- Supports test accounts for operations staff

CUSTOMER SELF-SERVICE SYSTEM

- Easy subscriber access through TV interface to individual account information & ordering
- Service and usage information
- Billing History
- Service and content ordering via subscriber TV interface

Please note the information contained herein is for informational purposes only. Technical claims listed depend on a series of technical assumptions. Your experience with these products may differ if you operate the products in an environment, which is different from the technical assumptions. UTStarcom reserves the right to modify these specifications without prior notice. UTStarcom makes no warranties, express or implied, on the information contained in this document.

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About UTStarcom, Inc.

UTStarcom is a global leader in IP-based, end-to-end networking solutions and international service and support. The company sells its broadband, wireless, and handset solutions to operators in both emerging and established telecommunications markets around the world. UTStarcom enables its customers to rapidly deploy revenue-generating access services using their existing infrastructure, while providing a migration path to cost-efficient, end-to-end IP networks. Founded in 1991 and headquartered in Alameda, California, the company has research and design operations in the United States, China, Korea and India. UTStarcom is a FORTUNE 1000 company. For more information about UTStarcom, visit the company's Web site at www.utstar.com

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