

# Platform Overview

## Myrio® Interactive

With the release of Myrio Interactive 3.7, Myrio Corporation - A Siemens company continues to lead the IP Video industry by providing a truly open platform for operators and highly-personalized service for IPTV subscribers, while simultaneously driving down the time to market and costs of providing switched video services.

### System Features

#### DTV - Interactive Channel Guide

- Includes local and premium television as well as Pay Per View options
- Contains detailed information for current and future listings and a search function for locating favorite programs
- Establish channel favorites

#### Videos on Demand

- View on-demand content immediately or at any time during the rental period
- Select a movie by browsing categories (e.g. Comedy, Horror, Science Fiction, Western) or using a keyword-based search engine (e.g. movie titles or actors)
- View detailed movie information and trailers before ordering
- Control viewing experience through use of VCR-type controls (FF, REW, Pause, Stop)

#### Account History & System Settings

- Set parental controls for TV and VOD content
- Display a detailed record of VOD and PPV movie rentals and costs (VOD, PPV, & Web)
- Adjust system settings and preferences
- Create and alter optional Purchase and Settings PINs

#### Music

- Provides on-screen list of available music channels by channel number and category
- Displays program information about music selections available through remote

#### Media

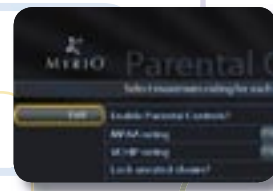
- Access to on-demand Web based content
- View news, weather, games, local information, lottery results, and more.
- Surf the Web feature allows users to access the Internet on their TV (optional wireless keyboard required)
- Subscription and Pay per view pricing models available for Web based content

#### Online Help

- Detailed information on screen to assist and guide users in the full functionality of the Myrio entertainment system

#### Phone

- On-screen Caller ID displays caller information as TV continues to play
- Call history allows users to view missed calls
- Preferred Caller List allows users to screen incoming calls



**Myrio Corporation - A Siemens company**  
19015 North Creek Parkway  
Suite 105  
Bothell, WA 98011

Tel 425 368 4400  
Fax 425 368 4500  
[www.myrio.com](http://www.myrio.com)

© 2005 Myrio Corporation - Myrio Interactive and Myrio TotalManage are registered trademarks of Myrio Corporation. All other trademarks are the property of their respective owners.

## Myrio Interactive Feature Additions & Enhancements

The newest release by Myrio Corporation - A Siemens company has focused on delivering support of the latest standards to ensure maximum interoperability. Additionally, there are a host of enhancements aimed at enabling the operator to create and deploy a fully personalized IPTV experience. With new features around VOD, PPV, and On-Demand, operators can offer the most compelling content choices to customers.

### Feature Additions & Enhancements

#### EAS Enhancements

- Designate which channels respond to specific levels of alerts
- Allow users to continue watching TV while alerts scroll across the top of the screen

#### On-Demand Enhancements

- Support for direct importation of CableLabs metadata into Myrio TotalManage
- Support of content categories for VOD and Web-based content, including subcategories if available
- Updated Content API
- Support for Subscription VOD and Free on-Demand content

#### Myrio Interactive ~ Creator

- Enables service providers to change existing aspects of screen layout and data files, fonts, and colors, as well as modifying the main menu

#### Myrio Interactive Enhanced User Interface (UI)

##### Main Menu

- Operator defined main menu structure
- Ability to assign remote control keys to specific menu items for one-touch access

##### Search

- Operator defined search criteria (title, description, actors, etc.)
- Allows searching across multiple content types (DTV, VOD, and Web content)

##### URL

- Ability to view Web content associated with content item (DTV & VOD)

##### Page Up/Page Down

- Ability to page up/down through long lists

##### VOD Display

- Display VOD synopsis and poster in the Guide

#### Subscriber Benefits

- Crystal clear video and CD-quality sound
- Wide variety of choices in programming, system settings, and parental controls
- Single, integrated billing
- Complete set of most popular features
- Easy to use interface

#### Operator Benefits

- Leverage existing infrastructure, generating new revenue streams
- Increase ARPU (Average Revenue Per User)
- Attract and retain subscribers by offering high-value bundled services
- Robust platform reduces cost and complexity of deployment of video services
- Wide selection of STB choices to meet ROI objectives
- Utilize tried and proven features and services
- Standards based solution for future proof deployments

