

For Immediate Release

WooshCom® Announces Distributed Gig-E Aggregation Approach

Denver, Colorado – October 21st, 2009 – WooshCom® Corporation, a small innovative company having a big impact on the Cable TV industry, today announced its first product in a family of new products designed to ease the interfacing of legacy ASI receivers to Gigabit Ethernet devices in the cable TV headend. This product may be seen at booth 6038 at CableTec Expo.

The MPA-1171, a marvel in miniaturization, converts an MPEG transport stream from a single DVB-ASI input into a Gigabit Ethernet output, and the MPA-3071 likewise converts a single DHEI input port. They follow in the footsteps of their predecessors in their unique form factor and their introduction of a new cost paradigm for transport stream aggregation – namely, “truly scalable costs”. Operators now only need to pay for the ports they need.

This family of products enables a new distributed approach to content aggregation in the headend which is starkly different from that of the high density, rack mount, chassis based devices, that combine a large number of ASI inputs into a Gig-E stream in a centralized fashion.

“Its single port granularity enables the implementation of exactly the number of ports needed and also true $n+1$ ‘sparing’. Whether you are implementing 2 input or 30 input MPEG transport stream aggregation in the headend, this drastically reduces the overall cost.” says Mr. Marler, Director of Engineering at WooshCom.

These devices will be followed to market by the MPX-1771, which will add a Gigabit Ethernet input port and the ability to multiplex this port with the ASI input port. When the Ethernet ports of multiple MPX-1771 devices are daisy chained together they will form a distributed ASI aggregation device which will collect all selected MPEG streams from each ASI port onto this “Ethernet highway”. This distributed multiplexer may be incrementally scaled from 2 inputs up to as many ASI input ports as the Gigabit Ethernet highway has capacity for. Depending on the input content being aggregated this could easily be 30 or more ASI ports.

Other planned products in the family will enable redundancy and fault tolerance through a ring architecture. For more information contact WooshCom Corporation at Sales@WooshCom.com or 877-452-1700.

The granularity of the approach (i.e. conversion of a *single* port per device) allows operators to deploy exactly the number of ports they need. This is in contrast to high-density devices which offer ASI ports in minimum blocks of 6 or more. With the more granular approach operators are not forced to buy unnecessary ports in the next block just because the need is “one port over the number that the current block supports”.

The distributed approach also achieves significant savings on the cost of maintaining a spare unit on-hand. Only one of these inexpensive devices need be purchased and kept on-hand as a spare. This is in contrast to the centralized high-density approaches which require the purchase of a costly multi-port device. The cost to spare an n port aggregation scenario would be $\$n+1$ with the distributed approach as opposed to $\$2n$ for the centralized high-density approach. For larger number of ports, this amounts to a 2x cost difference.

A web browser provides a user-friendly interface for monitoring system parameters and controlling the device. An optional PC based application will be made available with a graphical user interface enabling the centralized management via SNMP of a distributed network of devices thereby making them appear as a single aggregation device.

This distributed approach has many benefits and is particularly well suited to implementing redundancy in the headend. Another version of the device to be added to the family, the MPA-1271 will provide two ASI inputs to enable remote switching from one input to the other in the event of a fail-over.



MPA-1171

About WooshCom®

WooshCom® Corporation provides innovative products to make the management and manipulation of MPEG transport streams flexible and seamless. WooshCom® has been supplying such solutions to the cable television industry since 2002. WooshCom®, a privately held firm, is headquartered in Denver, Colorado, and can be found on the web at www.WooshCom.com.

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