

i-Guide A28

Features Overview



i-Guide A28 – New Features Summary

Feature	Description
Flip Bar	Adds two-lines of program info Adds “Watch in HD”, “On Demand” and/or “Dolby” option buttons
Search & Discovery	Search by Keyword; Search by Actor/Director; Search w/ Auto Record
DVR Recordings	Auto-Record based on Search Results for Title, Keyword and Actor/Director
DVR Management	Adds new DVR Setup Menu; DVR Folders to group recordings by Series; DVR History tracks deleted and missed recordings; DVR Cleanup provides one-step bulk delete
HDTV	Adds link on Flip Bar; Up-sell HD messages
On Demand	New design for VOD tuning on Flip Bar; VOD pseudo-chaptering to jump ahead in “chunks” of time; VOD programmer attributions identifies programming source

A28 - Flip Bar

Updated Flip Bar provides more info and intuitive viewing options

- Includes up to two lines of program info
- Option buttons provide easy access to viewing choices:
 - **Watch in HD:** When tuned to an Standard Definition channel, a “Watch in HD” button may appear. Press OK on remote to tune directly to the associated HD channel
 - **On Demand:** Button may appear on the Flip Bar if network has associated programming available On Demand. Press OK to tune directly to the network’s On Demand folder
 - **Dolby:** Tune to associated channel with Dolby sound



A28 Flip Bar with option buttons

Search and Discovery Enhancements

New Search options help customers find their favorite shows and stars – even their favorite subject

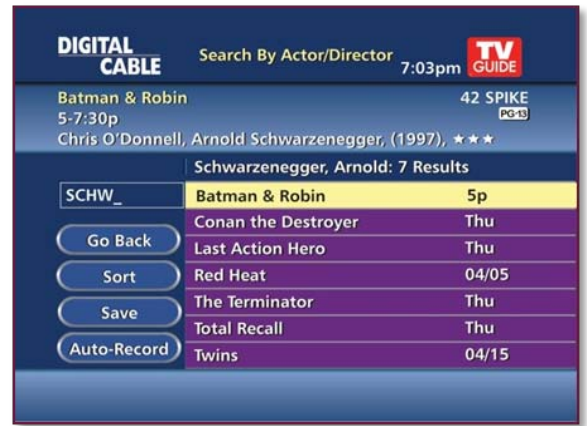
- New search capabilities helps customers find their favorite shows
- Search by Title, Keyword or by Actor/Director*
- Quickly sort search results



New Search Menu



Search by Actor/Director*



Search Results

*Supported with extensive Actor/Director database



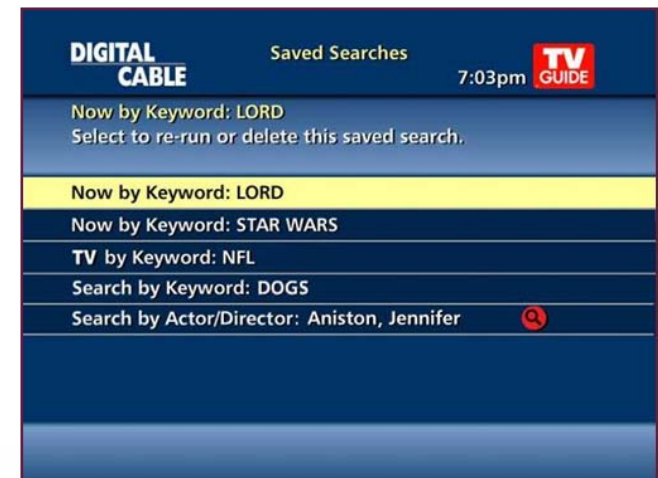
Search and Discovery Enhancements

Improved discovery of customers' favorite stars and topics – increasing entertainment value

- Save Searches for easy reference later by title or keyword
- Schedule auto-recording of searches - results can be saved as “series” for auto-recording of all results



Search by Keyword



Saved Searches



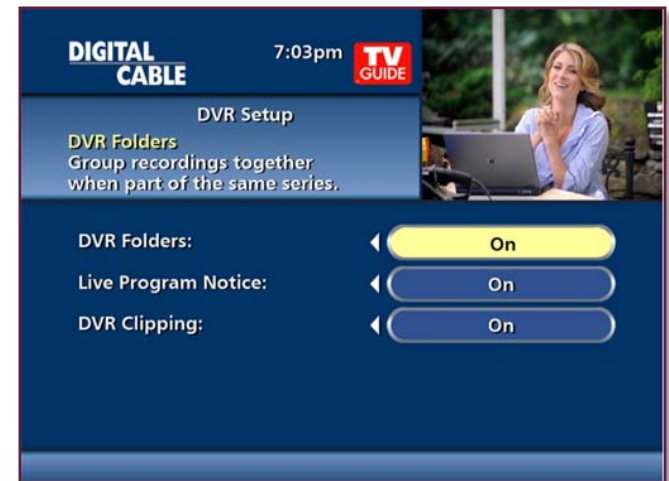
Enhanced DVR Recording Features

New integrated features increase the value of DVR service

- **Auto-Record** – set automatic recordings based on your search criteria for Keyword or Actor/Director with options to fine-tune settings
- **Folders** - consolidates series recordings and Keyword recordings for ease of organization and quick access to shows
- **DVR Setup Menu** – improved management of DVR behavior
 - Folders – default “on”
 - Live Program Notices – default “on”
 - DVR Clipping – default “on”



DVR Folders



DVR Setup Menu



Enhanced DVR Management

New DVR management options give customers more control

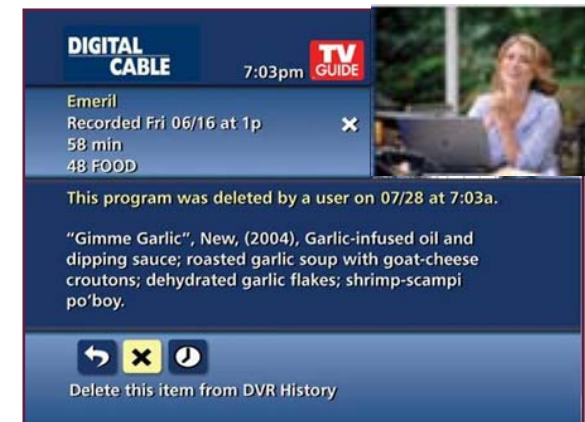
- **DVR Cleanup** - easily delete multiple shows at once with simple check box
- **DVR History** - viewable list of DVR-related activity within a period of time
 - Shows why recordings were missed or deleted
 - Remembers previously recorded programs



DVR Cleanup



DVR History



DVR History – program info

Enhanced HD, VOD & Other Features

Increase awareness of revenue-generating services and customer value

- **HD Service Upsell Screen**
 - Promotional message appears when tuning to unsubscribed HD network
 - Provide HD upsell offer when customers tune to HD network from an SD box
- **Four-digit channel numbers**
- **VOD programmer attributions***
- **16x9 Screen Saver**



HD Upsell Message



16x9 Screen Saver

*VOD-vendor dependent



Thank you.

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