



Motorola Powers StarHub's Demand TV

StarHub's Demand TV allows customers to enjoy favourite programmes anytime they desire

SINGAPORE – October 14, 2008 – [Motorola](#), Inc. (NYSE: MOT) announced today that StarHub, Singapore's leading pay TV operator, has selected Motorola to enable Demand TV - its new suite of on demand services comprising both Video-On-Demand (VOD) and On Demand Channels. The [Motorola on-demand solution](#) will power the delivery of on demand content for over 500,000 households in Singapore that subscribe to StarHub's pay TV services.

As lead integrator for the project, Motorola deployed the Demand TV platform for StarHub in a challenging multi-vendor environment in only four months, ensuring a seamless integration with StarHub's existing digital cable service platform. Motorola provided an end-to-end VOD delivery solution based on [Motorola B-1™ Video Server](#), to provide a reliable, scalable and high-performance solution for VOD and advanced on demand services. In addition, Motorola worked alongside eventIS to integrate its VOD back-office system.

"We are delighted that our pay TV customers are now able to enjoy an enhanced viewing experience with even more choice and flexibility at their fingertips. Demand TV is one of the cornerstones of StarHub's suite of pay TV services. It is thus important for us to select leading providers such as Motorola and eventIS, who are able to integrate the new platform with our existing digital architecture in a timely and cost effective manner," said David Storrie, StarHub's Head of Integrated Network Engineering.

"The VOD deployment for StarHub reinforces our leadership in delivering a next generation [personal media experience](#) to users worldwide. The delivery of personalized content is a key element of our media mobility vision that allows consumers to enjoy desired content anytime, anywhere," said Eric Starnes, vice president, sales of Asia, Motorola Home & Networks Mobility.

"Our scalable video delivery platform ensures that high quality content is provided to StarHub TV customers anytime they desire. With our services and expertise in system deployment, StarHub can focus on its service offerings while relying on us to support the back-end system."

About StarHub's Demand TV Solution

- **Motorola B-1™ Video Server:** The Motorola B-1 Video server leverages Adaptive Media Management (AMM) to create a flexible, cost-effective platform for the delivery of on demand services including VOD, Time-Shifted Television and

On Demand Advertising. The platform enables Motorola's video service provider (VSP) customers to adapt rapidly to changing content usage patterns while optimizing storage, streaming and network costs. Subscribers benefit from increased content choice and greater service reliability.

- eventIS VOD back-office system: The eventIS solution consists of the PRODIS, TRAXIS and SPECTRIS products. PRODIS provides convenient central definition of VOD packages, content and timeshift events while TRAXIS enables consumers to select content, controls and processes transactions as well as optimally allocates the required video server. SPECTRIS acts as an active resource manager to monitor the health and status of applications.

About eventIS

eventIS is making TV personal. The number of programs available via broadcast and on-demand will soon reach several hundred thousand. To transform content overload into a compelling and personal TV experience operators need to manage and distribute programs, schedule and use metadata in completely new ways. eventIS is a key independent provider of operator-friendly, broadcast quality content promotion solutions to many leading operators. Our multi-platform integrated range of open standard tools are helping to drive business growth through schedule management, EPG and VOD catalogue generation, transaction management and service assurance systems. News from eventIS is located at www.eventIS.eu

About Motorola

Motorola is known around the world for innovation in communications. The company develops technologies, products and services that make mobile experiences possible. Our portfolio includes communications infrastructure, enterprise mobility solutions, digital set-tops, cable modems, mobile devices and Bluetooth accessories. Motorola is committed to delivering next generation communication solutions to people, businesses and governments. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.6 billion in 2007. For more information about our company, our people and our innovations, please visit <http://www.motorola.com>.

About StarHub

StarHub is Singapore's fully-integrated info-communication company, offering a full range of information, communications and entertainment services for both consumer and corporate markets. StarHub operates Singapore's fastest two-way 3.5G mobile network (with HSPA+ coming soon) to complement its nation-wide GSM network, and an island-wide HFC network that delivers multi-channel cable TV services (including Digital Cable and High Definition Television) as well as ultra-high speed residential broadband services. StarHub also operates an extensive fixed business network that provides a wide range of data, voice and wholesale services.

Launched in 2000, StarHub has become one of Singapore's most innovative info-communications providers, and the pioneer in 'hubbing' - the ability to deliver unique integrated and converged services to all its customers. StarHub is listed on the Main Board of the Singapore Exchange since October 2004 and is a component stock of the Straits Times Index.

Visit www.starhub.com for more information.

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