



# Empowering Next-Generation Digital Media Distribution

## Sycamore Optical Mesh Forms an HD-Optimized Service Infrastructure

### A Revolutionary Approach to Media Transport

The shift to High Definition (HD) programming and all-digital production techniques is rapidly reshaping media production and broadcast. This presents opportunities and challenges for network service providers. Increasing demand for high-quality media transport in a fast-paced, real-time communications environment holds enormous revenue potential. It also exposes the performance limitations of legacy services and traditional backbone architectures. Now more than ever, the unique needs of the digital media production cycle – from camera to distribution – demand specialized, high-capacity networks and greater service reliability, flexibility, and scalability.

MediaXstream, a new company with a growing footprint in major North American markets and the United Kingdom, has taken a revolutionary approach to digital media transport. Their high-value service offerings make it easier and more economical to create, manage, and distribute original media – especially HD media. Reflecting a deep knowledge of media production technologies and unmatched expertise in managed network transport, the state-of-the-art MediaXstream service platform addresses the evolving needs of film and media production companies, news agencies, sports broadcasters, mobile content operators, and IPTV service providers.

The MediaXstream network has to deliver maximum bandwidth efficiency in the core, rapid end-to-end provisioning, and the guaranteed performance levels that creators, producers, and distributors of digital media and HD programming insist upon. After rigorous evaluation of alternative networking solutions and technologies, MediaXstream selected Sycamore Networks for a nationwide network backbone. Sycamore's industry-leading optical mesh capabilities give MediaXstream the service agility they need to satisfy growing demand for high-quality, HD programming and meet the stringent performance requirements of the media, sports, and entertainment industries.

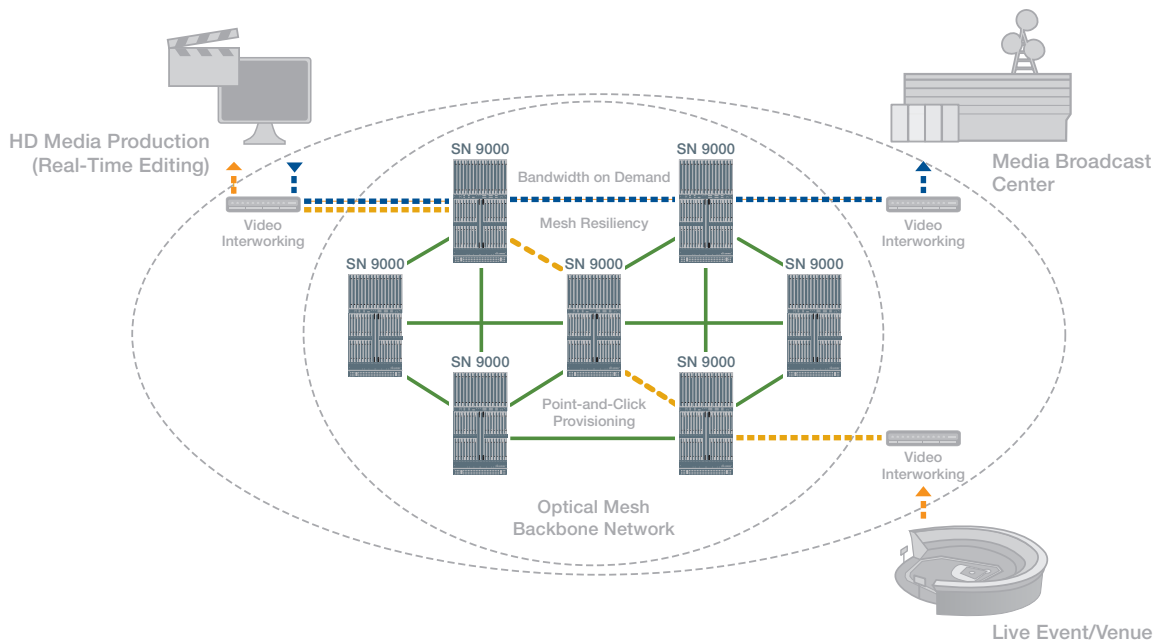
### Market Leaders Consistently Choose Sycamore

For years, leading telecom network operators worldwide have selected the advanced intelligence, proven reliability, and carrier-class connectivity of Sycamore solutions. MediaXstream chose the SN 9000 and SILVX for similar reasons:

- **Operational simplicity and flexibility** – rapid, end-to-end provisioning; ease of system scalability; on-demand bandwidth agility
- **Network and service resiliency** – carrier-class protection and restoration, including mesh survivability; enhanced service differentiation and SLA support
- **Bandwidth optimization and manageability** – intelligent bandwidth grooming and aggregation; advanced, SILVX-based performance management

“Our purpose-built HD network serves many of the biggest names in the media and broadcast business, and their demands for capacity and reliability are unprecedented. Sycamore's best-of-breed optical mesh solution allows us to efficiently manage service bandwidth in the core, reduce operations costs through automated point-and-click provisioning, and deliver the advanced protection and restoration capabilities necessary for content-rich HD networking.”

- Wayne Price  
Chief Technology Officer  
MediaXstream



MediaXstream's optical mesh network enables high-quality, multi-gigabit transport services with guaranteed Quality of Service (QoS) performance and dynamic connectivity between production facilities and distribution locations. The SN 9000 next-generation multiservice switch empowers intelligent bandwidth management and any-service-on-any-port configuration flexibility. Network-aware SILVX and BroadLeaf, building on years of optical networking experience and expertise, ensure mesh survivability and drive differentiation through end-to-end visibility and control.

Digital media producers and distributors rely on MediaXstream's innovative, specialized network to deliver the quality of experience today's viewers demand. And that network is built on a Sycamore foundation.

For more information about our intelligent networking products and solutions, please contact your Sycamore Sales Representative.

## THE NEED

### A New Approach to Video Transport

To meet the unique service needs of digital media producers, broadcasters, and distributors, MediaXstream required a network backbone solution that would maximize bandwidth efficiency, minimize costs and complexity, and ensure guaranteed performance levels.

## THE SOLUTION

### Best-of-Breed Intelligent Optical Mesh

Field-proven optical mesh technology from Sycamore Networks forms a rock-solid foundation for nationwide transport. MediaXstream's network of SN 9000 Intelligent Multiservice Switches, ASON/GMPLS-powered BroadLeaf® control plane intelligence, and SILVX® network management software optimizes capacity utilization, simplifies end-to-end service provisioning and performance management, and lowers operational costs.

## THE RESULT

### An HD-Optimized Network - from Day One

High-value service offerings enable producers, broadcasters, and content distributors to create, manage, and distribute original media (especially HD media) more efficiently, economically – and reliably. The exceptional manageability and scalability of Sycamore intelligent infrastructure helps bring MediaXstream's vision of next-generation media transport to life.

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Sycamore Networks, Inc. (NASDAQ: SCMR) is a leading provider of intelligent bandwidth management solutions for fixed line and mobile network operators worldwide. From multiservice access networks to the optical core, Sycamore products enable network operators to lower overall network costs, increase operational efficiencies, and rapidly deploy new revenue-generating services.

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