

## Product Overview

The ability to rewind live television is a feature our customers expect with our Multi-Room DVR Service. Our competition currently offers this functionality with their comparable services. We are calling this new Multi-Room DVR service “Multi-Room DVR Plus”

With Multi-Room DVR Plus, customers will be able to rewind up to 60 minutes of live TV on Samsung Set-Top Boxes. To rewind live TV, customers simply only need to press the “rewind button on their optimum remote control. There is no need to record the TV program ahead of time, in order to rewind.

Feature	MR-DVR Plus	MR-DVR
Rewind Live TV (up to 60 minutes)	✓	✗
Record up to 15 shows at once	✓	✓
Record 300 hours of SD or 75 hours of HD	✓	✓
Record different programs, at the same time, in different rooms	✓	✓
Start watching a recorded show in one room and finish it in another	✓	✓
Record entire seasons of your favorite show	✓	✓
Pause and watch recorded programs on any TV in the house	✓	✓
Schedule and manage your recordings online or with the Optimum App	✓	✓
Use an unlimited number of TVs for whole-home viewing	✓	✓



## Equipment Overview

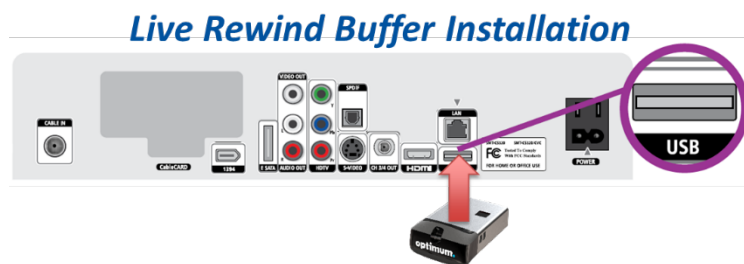
For Multi-Room DVR Plus’s Live Rewind feature to operate, specific equipment is required.

A **Samsung Set-Top Box** is required for Live Rewind (*Customers with Scientific Atlanta Set-Top Boxes will need to swap them for Samsung Boxes*). An **Optimum DVR Remote Control** is required to properly operate the Multi-Room DVR Plus service.



In addition to Samsung Set-Top Boxes, customers will need **Live Rewind USB Buffers** installed in their Samsung Set-Top Boxes. The Live Rewind USB Buffer expands the memory available that is required to buffer the video during live rewinding.

Customers with Samsung Set-Top Boxes will need to plug the Live Rewind USB Buffer into the USB port on the back of the Set-Top Box. With the proper rate codes, the Set-Top Box will recognize the Live Rewind USB Buffer and enable the Live Rewinding feature.



The Live Rewind USB Buffer is similar in size to wireless mouse USB Receivers. Customers will be able to obtain the Live Rewind Buffers by visiting Optimum Stores or through Direct Shipment from Sales or the Customer Contact Center.

### Product Pricing

Our current Multi-Room DVR tier costs \$12.95 per month in all markets or when combined with a Scientific Atlanta 8300 DVR as a \$7.00 add for a total of \$18.95 since SA 8300 DVR costs \$11.95.



#### Multi-Room DVR

Service	Monthly Cost
Standalone MR-DVR (without SA 8300)	\$12.95
MR-DVR Add-On (Hybrid with SA 8300)	\$7.00

Our new enhanced Multi-Room DVR Plus tier costs \$16.95 per month in all markets or when combined with a Scientific Atlanta 8300 DVR as a \$10.00 add on for a total of \$22.95 since SA 8300 DVR costs \$11.95.



#### Multi-Room DVR Plus

Service / Equipment	Monthly Cost
Standalone MR-DVR Plus (without SA 8300)	\$16.95
MR-DVR Plus Add-On (Hybrid with SA 8300)	\$10.00
1 <sup>st</sup> Live Rewind Buffer	\$0.00
Additional Live Rewind Buffers	\$1.95

Customers will have the option of choosing either tier, but can only choose one or the other.

There is no additional cost for the first live rewind buffer. However, each additional live rewind buffer costs \$1.95 per month.

### Product Availability

Rewind Live TV will be rolled out by corp in phases.

- The rollout progress will be communicated via Field Communications and updated as the rollout progresses.

### Customer Ordering

Customers will be able to order Multi-Room DVR Plus through

- Sales
- Residential Direct Sales
- Contact Centers
- Optimum Stores
- Optimum Upgrade Channel 905 (AVN Channel) - *Date TBD Pending Full Rollout*
- optimum.com



## Talking Points

### Why is this exciting for Customers?

- Customers have been waiting for Optimum to fill a gap in the current Multi-Room DVR product that allows them to rewind live television.
- A subset of Scientific Atlanta 8300 box customers have been holding onto their boxes because it is currently the only DVR box that allows customers to rewind live television. These customers now have a reason to upgrade.

### Why is this exciting for Optimum?

- It puts Optimum's Multi-Room-DVR service at par or better than our competition.
- It reinforces Optimum's commitment to our customers by showing we understand and are addressing their wants and needs.
- It fills a current product deficit and provides an additional revenue stream.
- Multi-Room DVR Plus enables us to migrate customers who have older Set-Top Boxes that are at "end of life" into newer and more advanced Set-Top Boxes, which in turn, allows for a better customer experience.