



ITOCHU Cable Systems profile

February 2012



ITOCHU Cable Systems

Company Profile

Profile

Headquarters: Tokyo

Founded: 1986

**Shareholder : ITOCHU Corporation
(100%)**

Paid-up capital: ¥170 million

President & CEO : Yoshio Takeda

Employees : 85(as of March,2011)

Business

System Integration of Video processing / Transport / Distribution Systems

- Digital / IP- Head End Systems
- MPEG TS Processor
- H.264 HD Encoder
- Video IP Fiber Transport Systems

System Integration of Video Play out Server / Automation / Archive Systems

- Play Out Video Server
- VOD Systems
- APC Automation
- Contents Archive systems
- File Format Transcoder

System Integration of CATV Broadband Systems

- DOCSIS2.0/Pre-3.0/3.0 CMTS
- Cable Modem Provisioning Systems
- Network Management Systems

Sales of Home Networking Equipments

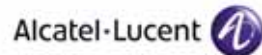
- Digital Set Top Box (HUMAX)
- Cable Modem (Cisco/ARRIS)

Subscriber Management Systems

MDU Broadband solution

Business Partners

Video Transport Systems



Video Play Out Systems

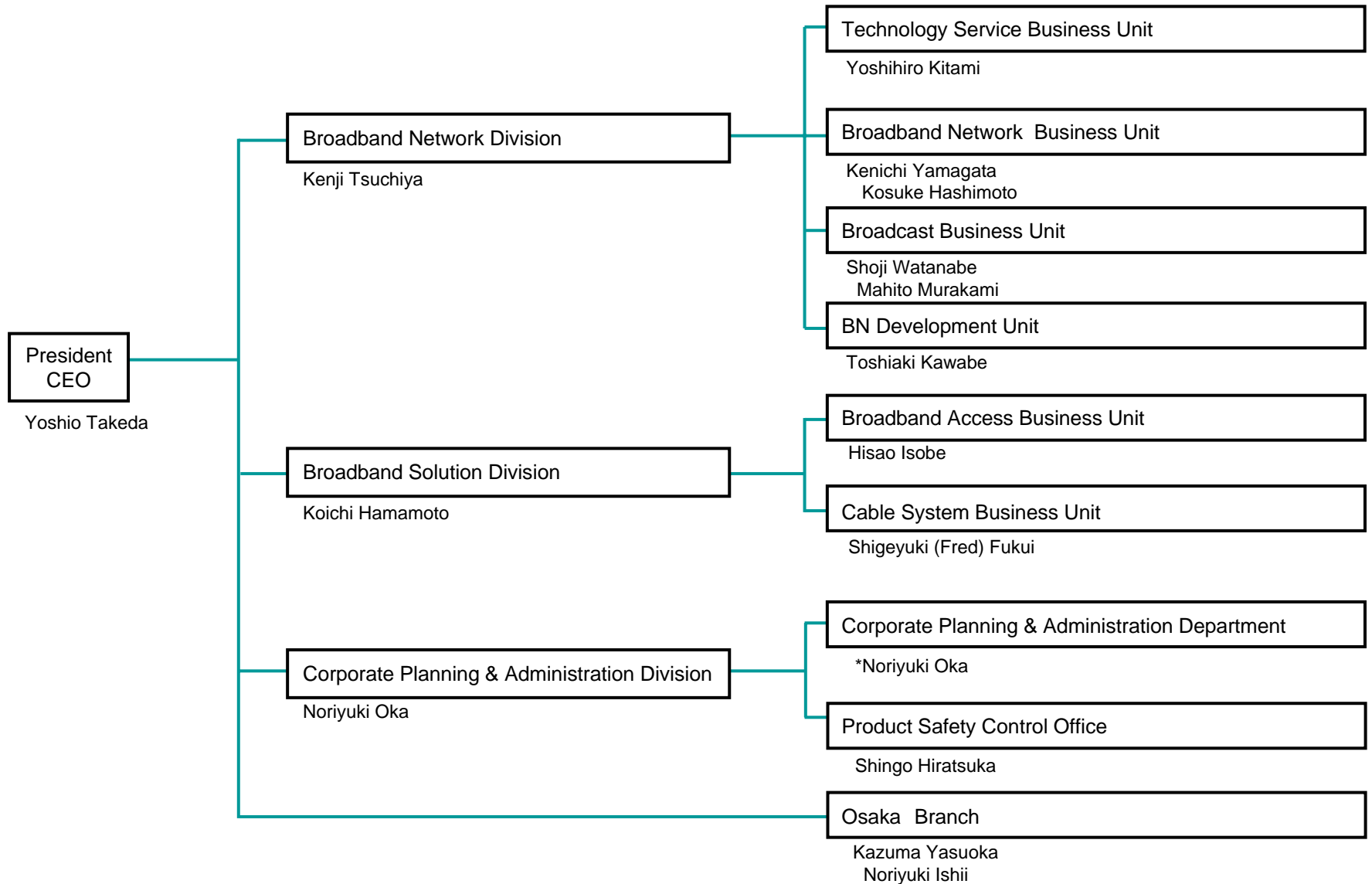


CATV Broadband Systems

Home Networking Equipements



Organization Chart



Our Target Market / Customer

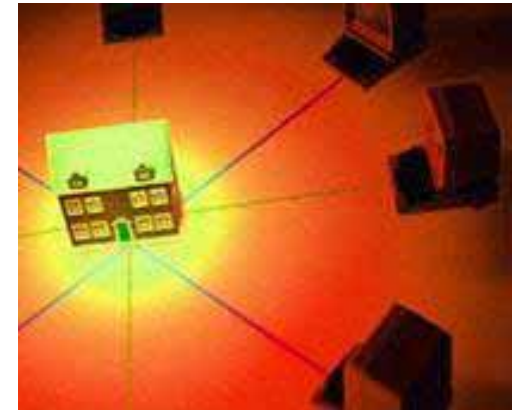
Professional Media



Video Transport



CATV



Pro Media / Broadcast Providers

- ✓ Venue service
- ✓ HD-SDI/ASI contribution
- ✓ Storage / File transferring
- ✓ Play out / Automation

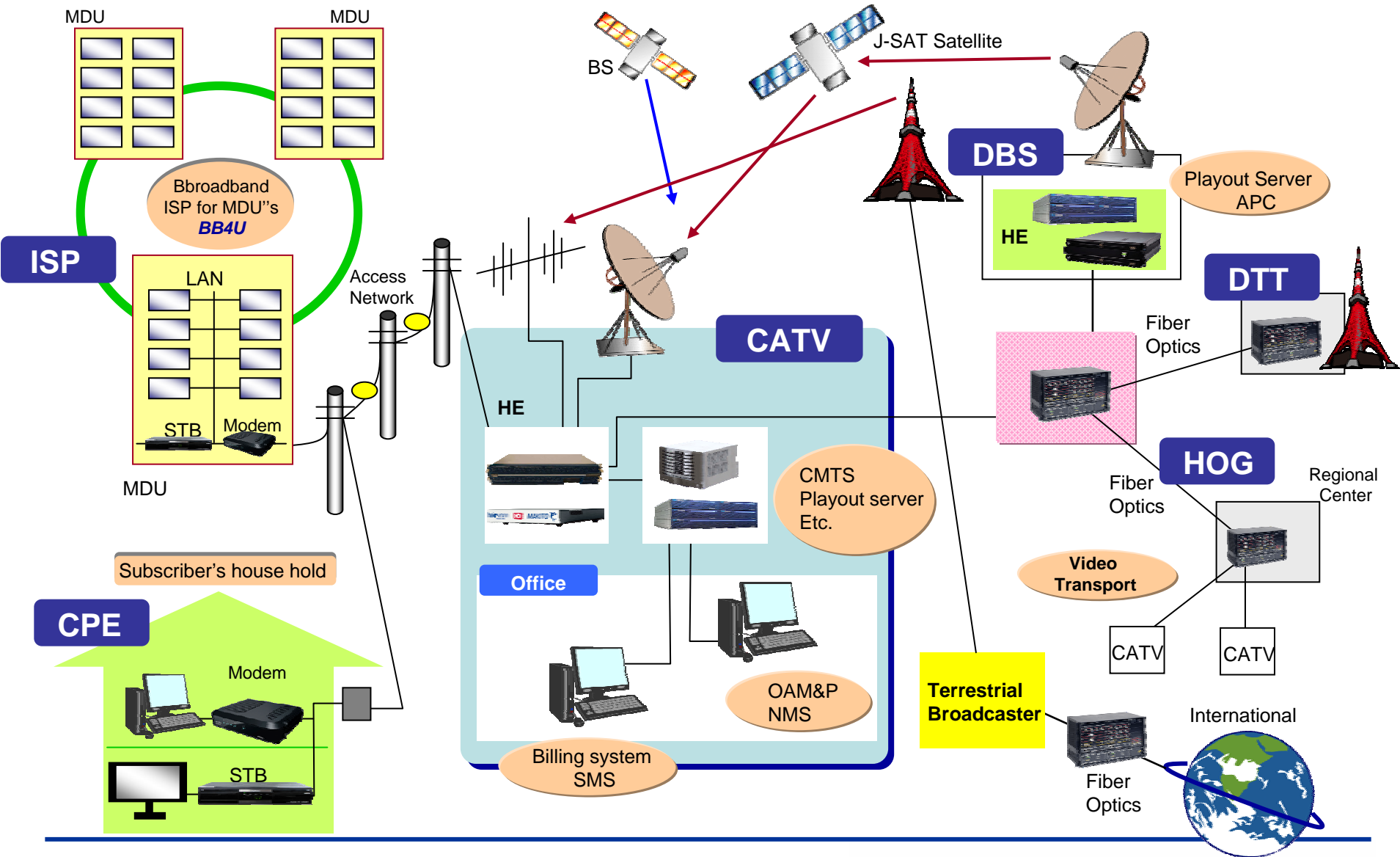
Video Distribution

- ✓ Channel Distributors / MSO
- ✓ VOD Distribution
- ✓ IP-TV / PC-TV
- ✓ Mobile-TV
- ✓ Business Communication
- ✓ Digital Signage

Cable Operators

- ✓ FTTH/HFC transmission
- ✓ Digital Cable Set Top Box
- ✓ DOCSIS
- ✓ Home Network Appliance
- ✓ Customer Management System
- ✓ Network Management System

ICS Supply Chain Business Model



Sales Records

Product	Quantity
CATV systems design/ construction	Operators 19
Transmission equipment	Operators 43
Home Terminal / Digital Set top Box	Operators 72 Shipped quantity 1.2mil. DSTB deployment has begun since 2005
Internet equipment/ management software	
Center modems	Operators 47
Cable modems	Operators 80 Shipped quantity 400k
Management software	Operators 59
Subscriber management systems ⁵⁹	Operators 103
Open HFC network management software	Operators 46
Digital fiber transmission equipment	Systems/chassis 13/120
Video play-out systems/Automation	Systems 91 incl. VOD systems
MDU broadband access	Buildings/Units 500/25,000

*as of March, 2011

Digital Video Distribution

- STB > 1.3mil.

- MPEG TS Distribution >16mil. HHP

- DBS Playout Center >120ch

