

ADVERTORIAL

Ubee Interactive

The Evolving Products in a Hyper-Growth Technology World



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Ubee Interactive provides residential and commercial broadband solutions. Daniel is SVP of Technology responsible for Product and Technology Roadmaps for emerging devices in home and office for broadband service providers to enhance delivery of entertainment, communications and informational products and services. He is experienced in startups and acquisitions with companies in rapid growth mode.

Over the past five years, the communications landscape has completely changed. Children text children and their parents more frequently than they pick up the telephone, employees use SMS and Skype as a regular part of business communications, personal telephony has started a major migration toward mobile and fixed-line telephony is relegated to conference calls. Voicemail's importance has greatly diminished, replaced by transcription and e-mail messaging. Many people would prefer to send a written electronic message rather than picking up the telephone to call someone. The multi-medium methods of non-verbal communications have finally become efficient. The expectation is that you can stream videos from the Internet and people are pushing for device agnostic video content.

In just my lifetime, video, voice and data consumer electronics has drastically changed in both form factor and capabilities. You can be virtually home at all times thanks to e-mail, text messaging, IP video and world phones. Content-on-demand through TV set or PC is a reality. The Internet is now expected and no longer a luxury.

My point is that Internet communications are in hyper-change mode, innovation is the key to staying relevant in an ever-changing industry. Those that can stay ahead of consumer expectations remain in the driver's seat, but those that are resistant to change or do not foresee the inevitable changes will become extinct, just as my cassettes and VHS tapes have become. Suppliers must understand the requirements of participating in this innovation hyper-growth segment. Those that desire not to migrate forward will be out of business in 10 years.

At Ubee (Unlimited-Broadband-Easily-Enabled) we understand the need for change and the innovation required to "keep the consumer's eyes." Not content with being the market leader in DOCSIS modems, we are aggressively building our core technology team



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and ever-expanding our research and development team to be positioned to enable advanced services and products for our customers — the service providers. For example:

- We understand and are working to guide the trend toward value-added peripherals in our gateways. Print servers, contact centers, storage sharing, installation and customer support tools, just to name a few applications we have had developed.

- Ubee has been an integral partner in the ecosystem to quickly develop, test and ready for deployment of high-definition voice-over-IP (HD-VoIP) within the cable MSO. We are not only enabling the core services behind HD-VoIP, we are also developing products that will help quickly proliferate high-definition voice by lowering the barriers of entry by creating a low-cost high-performance DECT system.

- Utilizing our vast experience of core networking, we have made long strides in developing products that will not only transcode video for the home over multiple transport mediums (Wi-Fi, Firewire, Ethernet and MoCA) we have the hooks in place to enable watching your high-definition linear and time-shifted content while traveling outside of the home. We see the trend and are well positioned to be a strategic enabler by building upon our high-definition digital transport adapter (HD-DTA) experience, which is a critical tool in the efforts of cable MSOs to reclaim valuable bandwidth in their deployed network.

- We have a core group of wireless engineers that are focused on evaluating and testing Wi-Fi technologies and antennae configurations to ensure that Ubee's wireless gateways and peripherals are among the top performers in the industry.

- Ubee remains the primary single-mode 4G mobile broadband USB modem supplier to the Clearwire consortium of partners.

Ubee welcomes the evolution with open arms. We look forward to the years ahead and providing continued innovation for our service provider customers.

The Ubee Difference.

It's not what we do...its how we do it!

Ubee delivers digital content.

VIDEO (HD-DTA & Media Streamer)



We listen, we think outside the box, we are agile and experienced. A seasoned team with the energy of a rookie. And no matter if we meet you for the first time or talk to you every day, we can't wait to make your day a little easier.

Go on, contact us and treat yourself to the Ubee experience!

Ubee enables applications.

GATEWAYS (Interactive Gateway & eMTA)



Ubee connects the internet.

PERIPHERALS (USB DECT & MoCA Extenders)



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