Ericsson RX8200 and AVP 3000
Configuration Packs

Sales Information
1 Objectives of Configuration Packs

In order to streamline sales of some of Ericsson's core products and reduce the amount of time and effort required to complete a sale, Ericsson is introducing Configuration Packs for certain products. RX8200 and AVP 3000 Voyager are the two products that will initially be offered for sale in this way.
2 New Ways to Sell

With Configuration Packs being introduced, the existing à la carte sales methodology will still be maintained. This method of selling is more applicable to larger sales where a consultative sales method applies best, where identifying a customer unique set of features is important and where the overall system price is more important than unit price.

Configuration Packs provide the benefit of pre-defined functionality that targets certain market applications - offering a combination of good pricing and a generous feature set. These Packs are perfect for simple box sales enabling a quick sale. By speeding up the sales process, sales teams have more time available to make more sales thereby driving up total revenue.
3 Target Applications

Configuration Packs have been developed for five RX8200 decoder applications plus an RX8200 network adaptor application. The Packs are named:

- Network Adaptor
- Basic
- Premium
- DSNG
- Events
- The Works

The RX8200 Packs target the following applications:

```
WHICH RX8200 PACK FOR WHICH APPLICATION?

<table>
<thead>
<tr>
<th>Basic</th>
<th>Premium</th>
<th>DSNG</th>
<th>Events</th>
<th>The Works</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic HD 4:2:0 decode and monitoring</td>
<td>4:2:0 Content Distribution</td>
<td>4:2:0 News Gathering</td>
<td>4:2:2 Content Acquisition</td>
<td>4:2:2 Content Acquisition</td>
</tr>
</tbody>
</table>
```

Five AVP 3000 Voyager Configuration Packs have also been developed, named:

- SD DSNG
- HD DSNG
- Events
- Premium Events
- World Events
Each Pack has an increasing level of functionality thereby offering a sales ladder providing sales teams with an easy methodology of explaining the benefits of the Configuration Pack range and providing an opportunity to up-sell to higher specified packs.

![Sales Ladder Diagram]

With RX8200 having the capability to interface to many different network transmission architectures the Packs offer a choice of input type appropriate to the application.

![RX8200 Available Configurations Diagram]
4 The Channel Partner Buy Price

For Ericsson’s Channel Partners, Configuration Packs are accompanied by a new pricing category. Configuration Packs are available as “Category E” products. For items in Category E the Channel Partner buys the units from Ericsson at a Channel Partner Buy Price. The Channel Partner then sells into the market at a price greater than the Channel Partner Buy Price. The greater the sell price for the equipment the greater their profit margin on the deal for the Channel Partner.

5 What’s in the Packs?

The AVP 3000 Voyager Configuration Packs offer the following capability:
### Listing the functionality in the AVP 3000 Voyager Packs:

#### AVP 3000 CONFIGURATION PACKS

<table>
<thead>
<tr>
<th>Key</th>
<th>SD DSNG</th>
<th>HD DSNG</th>
<th>EVENTS</th>
<th>PREMIUM EVENTS</th>
<th>WORLD EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMON</strong></td>
<td>Power</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Single AC Power Supply</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Hot Swappable Modules</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Multi-Input/Output Interface</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>BASEBAND VIDEO AND AUDIO INPUTS</strong></td>
<td>Baseband Video Input</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Analog Composite Interface (CAM/SONET)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>HD-SDI Interface</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>3-Ways Capable HD-SDI Interface</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Audio Inputs</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Extreme Audio Inputs (Analog or AES)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Balanced Analog Audio</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Balanced Digital Audio (AES-EBU)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Physical Audio Connectors</td>
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<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td><strong>VIDEO ENCODING</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPEG-2 SD-4:2:0 Encoding</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
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<tr>
<td></td>
<td>MPEG-2 HD-4:2:0 Encoding</td>
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<tr>
<td></td>
<td>MPEG-2 SD-4:2:2 Encoding</td>
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<tr>
<td></td>
<td>MPEG-2 HD-4:2:2 Encoding</td>
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<tr>
<td></td>
<td>AVP-4 AVC (H264) Encoding</td>
<td>Available</td>
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<tr>
<td></td>
<td>Audio Pass-Through (From HD/SD-SDI)</td>
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<tr>
<td><strong>VIDEO PROCESSING</strong></td>
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<td>✓</td>
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<tr>
<td></td>
<td>Frame Spec: H-Spec</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
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</tr>
<tr>
<td></td>
<td>Compliance (for SD and HD Video)</td>
<td>Available</td>
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<tr>
<td><strong>AUDIO ENCODING</strong></td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of Audio Services (Pairs) per Incoming Video Service</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
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<tr>
<td></td>
<td>Audio Encoding (from Baseband Input or as part of Audio Transcode)</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
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<tr>
<td></td>
<td>MPEG-1 Layer II Encode</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Dolby® Digital (AC3) Encode (2.0 or 5.1)</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
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<tr>
<td></td>
<td>ACC Encode (2.0 or 5.1)</td>
<td>Available</td>
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<td>Available</td>
<td>Available</td>
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<tr>
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<td>Phase-Locked Audio Encode</td>
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<td>Available</td>
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</tr>
<tr>
<td></td>
<td>Linear PCM Pass-Through</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Dolby® Digital (AC3 Pass-Through 2.0 or 5.1)</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>Dolby® Digital Pass-Through (2.0 or 5.1)</td>
<td>Available</td>
<td>Available</td>
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<td>Available</td>
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<tr>
<td></td>
<td>Dolby® Pass-Through (Compressed)</td>
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<tr>
<td><strong>TRANSFORM STREAM OUTPUTS</strong></td>
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<td></td>
<td>Standard Output</td>
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<tr>
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<td>FIP Output</td>
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<tr>
<td></td>
<td>Multi-IP/MPG-2 FEC</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
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<tr>
<td></td>
<td>DVB-S2/S2A/BN Sat Output</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
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<tr>
<td></td>
<td>DVB-S DVB-S Demodulation</td>
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<td>Available</td>
<td>Available</td>
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<tr>
<td></td>
<td>DVB-S DVB-S Demodulation</td>
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<td></td>
<td>DVB-S DVB-S Demodulation</td>
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<tr>
<td></td>
<td>Extended Symbol Rate</td>
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<td>Available</td>
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<td>Available</td>
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<tr>
<td></td>
<td>Low Symbol Rate (1 to 1.5 Msym/s)</td>
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<tr>
<td></td>
<td>DVB-T/T2 Terminal Out</td>
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<td>Available</td>
<td>Available</td>
<td>Available</td>
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<tr>
<td></td>
<td>DVB-T2 Demodulation</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td><strong>ANCILLARY CAPABILITIES</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Auxiliary Data Input (DataNotRelatedTo The Audio/Video)</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>SCTE-35 Insertion via GPI</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td><strong>CONTROL</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Web Browser Control</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
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<tr>
<td></td>
<td>Front Panel Control</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>SNMP Traps and Alarms</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>SNMP Remote Control</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>RS-232 Remote Control</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>Compass Control</td>
<td>Available</td>
<td>Available</td>
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</tbody>
</table>
For the Ericsson RX8200 Advanced Modular Receiver the specification of the Configuration Packs is as follows:

<table>
<thead>
<tr>
<th>WHAT'S IN THE PACKS? – NETWORK ADAPTER</th>
<th>WHAT'S IN THE PACKS? – BASIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP Input then ProMPEG FEC Input</td>
<td>IP Input</td>
</tr>
<tr>
<td>OFDM then DVB-T2</td>
<td>IP TS Output</td>
</tr>
<tr>
<td>or Q.703</td>
<td>ProMPEG FEC Out</td>
</tr>
<tr>
<td>Multi-Service Descrambling (CI) and BISS</td>
<td>HD Output Interface</td>
</tr>
<tr>
<td>MPEG-2 SD Only</td>
<td>2x Physical Audios Out</td>
</tr>
<tr>
<td>Decode</td>
<td>Multi-Service Filtering</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHAT'S IN THE PACKS? – PREMIUM</th>
<th>WHAT'S IN THE PACKS? – DSGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satellite</td>
<td>Satellite</td>
</tr>
<tr>
<td>DVB-T2</td>
<td>DVB-T2</td>
</tr>
<tr>
<td>MPEG-24-2 SDH</td>
<td>MPEG-24-2 SDH</td>
</tr>
<tr>
<td>LANE Conv.</td>
<td>LANE Conv.</td>
</tr>
<tr>
<td>Cross Conv.</td>
<td>Cross Conv.</td>
</tr>
<tr>
<td>HD Conv.</td>
<td>HD Conv.</td>
</tr>
<tr>
<td>Inner Conv.</td>
<td>Inner Conv.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Satellite</td>
<td>Satellite</td>
</tr>
<tr>
<td>Interleaved up to 1024/2PSK, Low Sym</td>
<td>Interleaved up to 1024/2PSK, Low Sym</td>
</tr>
<tr>
<td>IP/1 – ProMPEG FEC</td>
<td>IP/1 – ProMPEG FEC</td>
</tr>
<tr>
<td>Frame Syn.</td>
<td>Frame Syn.</td>
</tr>
<tr>
<td>CLI, BISS, RASI CA</td>
<td>CLI, BISS, RASI CA</td>
</tr>
<tr>
<td>MPEG-24-2 SDH</td>
<td>MPEG-24-2 SDH</td>
</tr>
<tr>
<td>LANE Conv.</td>
<td>LANE Conv.</td>
</tr>
<tr>
<td>Cross Conv.</td>
<td>Cross Conv.</td>
</tr>
<tr>
<td>HD Conv.</td>
<td>HD Conv.</td>
</tr>
<tr>
<td>Grade 1 Quality Down Conversion</td>
<td>Grade 1 Quality Down Conversion</td>
</tr>
<tr>
<td>Up Conv.</td>
<td>Up Conv.</td>
</tr>
</tbody>
</table>

- Ericsson RX8200 and AVP 3000 Configuration Packs

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## Ericsson RX8200 and AVP 3000 Configuration Packs

### Listing this by Marketing Code:

<table>
<thead>
<tr>
<th>Configuration Pack</th>
<th>Marketing Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y Y Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/BAS</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y</td>
<td>RX8200/HWO/DF0M</td>
</tr>
<tr>
<td>Y Y Y</td>
<td>RX8200/HWO/G703</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/HWO/DVBS2/2</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/HWO/DVBS2/IP</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/HWO/HD/3G</td>
</tr>
<tr>
<td>1 1 1 1 1 2 2 2 2 2 2 2 2 2 2</td>
<td>RX8200/HWO/BAL/AUD</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/HWO/IP/OUT</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/HWO/J2K/MP24</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/HWO/HQDCONV</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/HWO/RS232</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/NULL</td>
</tr>
<tr>
<td>Y Y Y</td>
<td>RX8200/SWO/DVBS2/8PSK</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/DVBS2/16APSK</td>
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<tr>
<td>Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/DVBS2/15YM</td>
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<tr>
<td>Y Y Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/FSYNC</td>
</tr>
<tr>
<td>Y Y</td>
<td>RX8200/SWO/DVB2</td>
</tr>
<tr>
<td>Y Y Y</td>
<td>RX8200/SWO/JP/PROMPEG</td>
</tr>
<tr>
<td>Y Y Y</td>
<td>RX8200/SWO/CI/MSD</td>
</tr>
<tr>
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<td>RX8200/SWO/BISS/MSD</td>
</tr>
<tr>
<td>Y Y Y</td>
<td>RX8200/SWO/RAS</td>
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<td>Y Y Y</td>
<td>RX8200/SWO/MPEG2/SD</td>
</tr>
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<td>RX8200/SWO/MPEG2/412/SD</td>
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<td>Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/MPEG2/412/SD/HD</td>
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<td>Y Y Y</td>
<td>RX8200/SWO/J2K/HD</td>
</tr>
<tr>
<td>Y Y</td>
<td>RX8200/SWO/HDSD/3G</td>
</tr>
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<td>Y Y</td>
<td>RX8200/SWO/3D</td>
</tr>
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<td>RX8200/SWO/LOELAY</td>
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<td>Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/DCONV</td>
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<td>RX8200/SWO/UCONV</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/XCONV</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/AC3</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/AAC</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/4AUD</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/PAA</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/IP/OUT/PROMPEG</td>
</tr>
<tr>
<td>Y Y Y Y Y Y Y</td>
<td>RX8200/SWO/SING/5ERVFILT</td>
</tr>
<tr>
<td>Y Y Y</td>
<td>RX8200/SWO/MULT/5ERVFILT</td>
</tr>
<tr>
<td>Y Y Y</td>
<td>RX8200/SWO/IP/DATA</td>
</tr>
<tr>
<td>2 2 2 2 2 2 4 4 4 4 4 4 4 4 4</td>
<td>RX8XXX/CABLE/XLR</td>
</tr>
</tbody>
</table>
Or by Functionality:

<table>
<thead>
<tr>
<th>RX8200 CONFIGURATION PACKS</th>
<th>BASIC</th>
<th>PREMIUM</th>
<th>STAND</th>
<th>ENTER</th>
<th>EXTRAS</th>
<th>BONUS</th>
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</thead>
<tbody>
<tr>
<td><strong>FEATURES</strong></td>
<td></td>
<td>---------</td>
<td>-------</td>
<td>-------</td>
<td>--------</td>
<td>-------</td>
</tr>
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Because of the increasing level of functionality across the Configuration Packs and the sales ladder philosophy it becomes very easy to help the customer to decide which pack is right for their needs. Firstly by the Pack name and by Pack target application. For RX8200 the sales teams can also get guidance by asking the customer the following simple questions:

6 Simple Enough to Hold Stock

It is expected that the most popular RX8200 Configuration Packs will be Premium, DSNG and Events. These Packs are available with a combined satellite and IP input card – which makes up 90% of all input type requirements for these applications. Three RX8200 Configuration Pack variants is all it takes to address almost all opportunities.

As with the RX8200, most AVP 3000 Voyager sales are likely to be satisfied with just three packs - HD DSNG, Events and Premium Events. For this reason Channel Partners can now afford to hold stock of RX8200 and AVP 3000. Holding stock means that customers can receive their units with a much reduced lead time.
7 AVP3000 and RX8200 Configuration Packs – The Perfect Pair

The functionality available in the AVP 3000 Voyager Packs forms a perfect match for RX8200 Packs. The Voyager Packs and RX8200 Packs map in this way:

![AVP 3000 - RX8200 PACKS Diagram](image)

8 Configuration Packs – A Quick Sale, More Sales

Ericsson’s Configuration Packs for RX8200 and AVP 3000 Voyager should, through good pricing and a generous feature set be very attractive to customers by providing a high level of Value. By making the sales process quick and simple, sales teams should have more time to make more sales thereby generating more revenue.

![Configuration Packs Diagram](image)