



## QUANTUM ADVERTISING INSERTION SOLUTION FOR MSOs

AdGorilla is a video technology company specializing in content splicing, video quality management and advertising insertion & sales with experience in U.S. and international markets. We design software and full service video technology solutions for cable operators, broadcasters, advertisers and content providers in a variety of industries. Our products are designed to maximize our client's cash flow by improving and simplifying their video delivery systems

Our **AdGorilla Technology** division develops the software for and manufactures our See Spots Play™ (SSP™) digital advertising insertion equipment for inserting advertising on network feeds, as well as the playout servers presently utilized for the TAG network. Our gear has been used in the broadcast and cable television industries for more than a decade, and is presently installed in more than 250 cable, telco and broadcast technical operations centers, including those of major MSO organizations.

AdGorilla brings to market the most elegant form of digital ad insertion and playout equipment conceivable. AdGorilla Technology's SSP™ Quantum is an accurate, cost-effective, single-box digital advertising insertion solution that is SCTE-35 compliant, combining grooming, splicing, serving and re-multiplexing into one 2 or 4 rack-unit form factor. Due to its high quality and exceptional value, AdGorilla equipment is installed in more than 250 television facilities nationwide.

For MSOs with their expanded technical requirements, AdGorilla's SSP™ Quantum permits a more robust and flexible configuration to meet the demands of high-revenue installations. Our Quantum configuration for MSOs maintains the fully compliant SCTE-35 standard and cost-effective equipment features which are hallmarks of the SSP™ platform, but enhances its capabilities in other areas. These enhancements include a GUI interface that permits remote or direct management of Quantum's stream monitoring, PID and service ID remapping, advertising insertion monitoring, channels configuration, and schedule and commercials data. In its MSO configuration, the SSP™ Quantum solution includes hardware redundancy with automatic fail-over capabilities and an expanded channels capacity to ensure that the cost-efficiencies of the SSP™ solution can be realized even more with an MSO's deep insertion channels list.

- Full Redundancy w/ Automatic Failover
- IP and/or ASI inputs/outputs
- SD and HD, all formats
- MPEG-2 & MPEG-4, AC3
- MPEG Standards Throughout Insertion Events
- Included Installation and Support
- Automated Performance Alerts
- Grooming, Splicing, Muxing, Remapping
- CCMS T&B Standards

With AdGorilla's Quantum, MSOs no longer need to purchase insertion equipment that includes splicers and servers that cost more than a new home in order to facilitate each system's ad insertion! SSP™ Quantum is a single-box, frame-accurate, in-stream, digital-splicing ad inserter that is fully redundant, scalable, standards-based, includes stream monitoring capabilities and is the most affordable solution on the market today.