

Deploy Next-Gen Experiences over Managed Devices to Maximize Value

With broadband and video services rapidly evolving, consumers are demanding more control, personalization, convenience and safety from service provider solutions. To keep pace, you need to find a way to quickly, securely and cost-effectively deploy and manage the diverse, growing range of devices on your network. You also need a platform that allows you to rapidly introduce the innovative, value-added services that help you retain and generate new subscribers as well as boost your revenue. That's why you need Synamedia Enterprise RDK (eRDK).

Device Definition & Deployment and More

Synamedia eRDK is a managed solution providing you with the foundation to deploy next-generation experiences across your video and broadband devices. Built on industry-proven RDK software, Synamedia eRDK offloads device development and ongoing management to Synamedia. Now you can focus on developing product features and business applications like SVOD, voice and security to meet the needs of your SMB customers. Accompanying you throughout the RDK product lifecycle – from device definition, design and deployment, through management and monitoring, to end-of-life – Synamedia eRDK helps you differentiate your service offering easily and quickly.

RDK-approved expertise and partnership

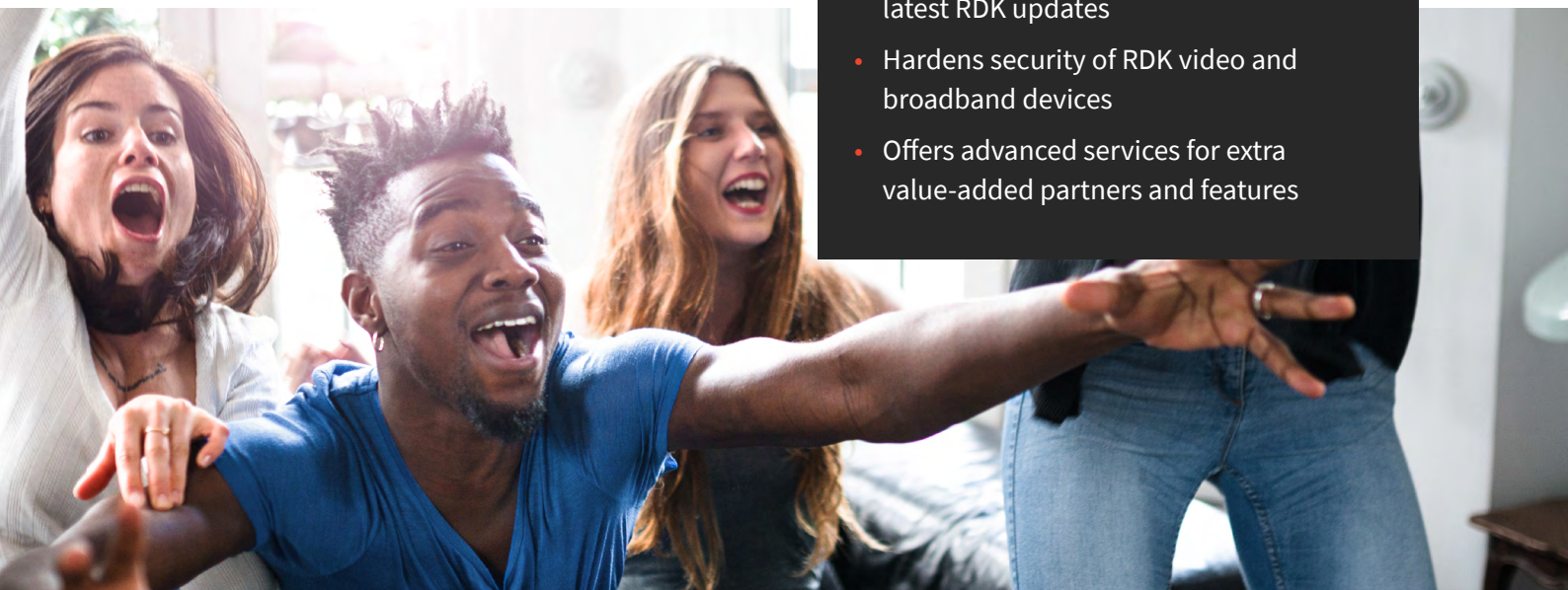
As Comcast's partner of choice with a rich RDK heritage, Synamedia provides you with a productized version of Comcast RDK. That means your pre-integrated devices are continually updated with the latest code, ensuring that you can innovate with rapid time to market. Providing fully tested, market-ready RDK releases on certified OEM hardware infrastructure, the solution features RDK and Synamedia platform-integration

services and third-party applications. On top of that, Synamedia eRDK incorporates a layer upon which you can leverage value-added video and broadband services ranging from cloud UX to Wi-Fi mesh.

With Synamedia eRDK, you enjoy long-term system support, management and monitoring. That gives you the peace of mind to address ever-changing market dynamics, while freeing up your resources to drive new business. Opening the door to new upsell opportunities, Synamedia eRDK enables you to increase the lifetime value of your subscriber base to keep your organization robust and profitable.

Highlights

- Pre-integrates video and broadband device and service portfolio
- Covers full lifecycle – from identification, through management, to end-of-life
- Provides exclusive, immediate access to latest RDK updates
- Hardens security of RDK video and broadband devices
- Offers advanced services for extra value-added partners and features



Synamedia eRDK

Optional Value-Added Services



Secure Broadcast and OTT Streaming Security



Reference TV Application & Cloud DVR



Advanced Advertising Solution



Broadband Services

Synamedia eRDK

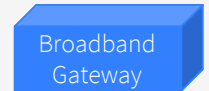
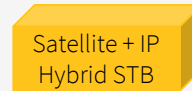
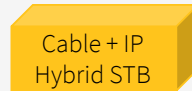
Platform Integration Services

Pre-integrated Cloud Services

Continuous Integration

Synamedia eRDK Testing

Synamedia eRDK Certification



Robust set of supported hardware profiles

Features and Benefits



Leverage a productized RDK offering

- Utilize pre-integrated platform services to reduce complexity
- Access innovation roadmap and differentiate your service offering to retain and enlarge your subscriber base
- Cost-effectively deploy video and broadband managed devices to boost your revenue



Enjoy full lifecycle management

- Leverage device support from conception to end-of-life to give you peace of mind
- Receive consistent and frequent updates to accelerate new innovation time to market
- Quickly redeploy resources in place of time-consuming upgrades to focus on new business



Reduce total cost of ownership

- Continually develop, update and monitor the code base to avoid frequent costly overhauls
- Prolong the lifetime of your managed devices to reduce CAPEX
- Leverage ongoing device and code management to lower OPEX

About Synamedia Video Platforms

Synamedia is the number one provider of video platform and delivery solutions for satellite, cable and telco pay TV service providers. Our platforms provide customers with comprehensive solutions for managing broadcast and OTT media workflows, securing video content and services, and delivering user experiences across all screens. Leveraging expert know-how and 30 years of experience, Synamedia enables you to stay competitive today and smoothly migrate to an all-IP, cloud solution over time.

Next Steps

Learn more about [Synamedia's video platforms](#).

For more information, [contact us](#).