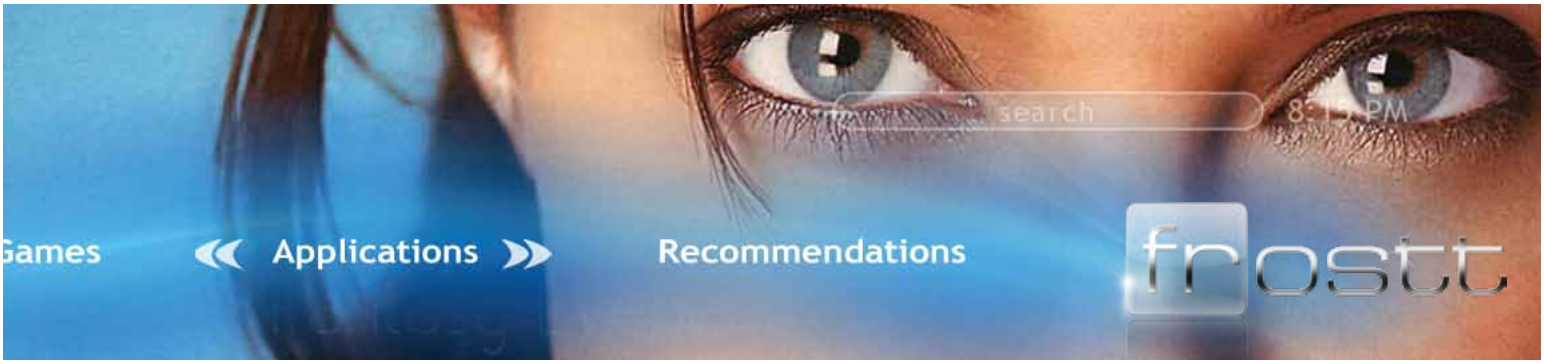

CONVERGING INTERNET & TELEVISION

Flip TV … on its Apps.

Content and Web 2.0 applications are exploding on the net, and TV is racing to catch up. IPTV is revolutionizing the viewing experience.

frostt™ can:

- Create new revenue opportunities from TV
- Clearly differentiate your TV service from the Cable Co's & Satellite services
- Deliver self service from the TV
- Bring added buzz to the TV

The **frostt™** application suite:

- Delivers a ready-to-go set of applications
- Leverages existing support services
- Is middleware agnostic
- Delivers Quality Assurance monitoring for applications
- Is operationally tuned

Leverage the innovation explosion of Web 2.0

frostt™ Home

frostt™ PPV provides a centralized location for subscribers to search for, preview, purchase, and watch PPV events.

frostt™ Fantasy Sports delivers fantasy sports (football, soccer, hockey, etc.) to the TV.

frostt™ RDVR offers subscribers convenient access to the program guide so they can remotely (via handheld or PC) schedule recordings of their favorite shows.

frostt™ HOME MEDIA gets personal and allows the subscriber to create slideshows, playlists, and share internet videos from their computer to the TV.

frostt™ CLID provides the subscriber with an on-screen caller ID notification on inbound calls.

frostt™ Self Serve

frostt™ REGISTRATION implements the Mediaroom™ External Login Server (ELS) to allow the registration of any given set top box in the home.

frostt™ PASSWORD allows the subscriber to securely reset passwords or retrieve forgotten passwords across all STBs in the home.

Other features: HomeVu, TV Package Management.

frostt™ Community

frostt™ COMMUNITY puts Web Apps on the TV; Content such as Movie Listings, News, Weather, Sports, Horoscopes, Flight Info, and Events. **frostt™** COMMUNITY dynamically repurposes raw data from the service provider's CMS for the TV.

frostt™ MAIL allows subscribers to access their email directly from their television.

frostt™ BUZZ fuses traditional TV and the Web by scouring hundreds of thousands of blogs, social networks, microblogs, macroblogs, and websites for the conversations that are generating the most buzz about TV shows. Allowing direct interaction, **frostt™ BUZZ** transforms viewers into participants.

mariner
PARTNERS IN INNOVATION

Mariner's *frostt™* platform offers an evolved user interface designed to maximize the interactive TV experience. It delivers targeted ad insertion, OTT content, Web 2.0 and zero-touch purchasing to maximize service profitability.

New to *frostt™*, Content Discovery:

***frostt™* Top DVR** provides subscribers the ability to view what other consumers are recording, and schedule the same popular recordings.

Top DVR promotes new content discovery and up-sale of unsubscribed channels.

***frostt™* Recommendation Engine** is designed and tailored for the Telco Pay TV market.

Powered by **Orca Interactive's COMPASS**, content discovery quickly becomes a pleasure for viewers, and an opportunity for you, the service provider.

***frostt™* Recommendation Engine is** based on:

- a compelling designed-for-TV User Experience.
- a multi-screen ready platform.
- a deployed and proven partnership.

Converging TV & Internet ...like never before.

frostt... an application suite for IPTV

	frostt Community	*frostt* Home	*frostt* Service Management	OTT Apps	Custom Apps
Applications	• Community Portal • BuzzTV • Video Sharing • TopDVR Recording • Reco Engine	• Webmail • CLID • PPV Management • Remote DVR • Security • Personal Vault	• Password Mgmt • STB Registration • HomeVu • TV Package Mgmt • Bill Payment	Games Sports Twitter YouTube Hulu Vimeo	Comms Apps Self Serve Apps
***frostt* Environment**	• Graphical User Interface • Screen Layouts • Subswcriber Aware • Content Mapping	• Application QA Monitoring • Operational Tuning • Standardized API's • Performance Standard			
	Mediaroom Presentation Framework				

A fully open platform for all applications ...OTT and custom.

« Learn more at www.frostt.tv »

About Mariner

Mariner is a leading provider of innovative IP video solutions and technologies that deliver unique value to the expanding IPTV industry. Mariners' flagship TV care product, **xVu**™, specializes in Next-Gen IPTV service monitoring. Mariner's ***frostt***™ platform delivers interactive TV, social networking and self-service capabilities to the TV in a highly compelling viewing experience. Mariner enables service providers to successfully deliver and operate advanced entertainment services in today's complex, competitive IPTV marketplace.

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