



Media brief - 2011

Celeno – Quick Facts

- Founded in 2005
- Product: WiFi silicon and software for video grade home networking
- Global company with offices in Israel, US, Taiwan and France



Our vision
Any Content,
At Anytime,
to Any Device
with Full Portability

Leveraging on the Broadband revolution

Digital TV Connected Home

- Over the top content
- DLNA TV



Wireless Set Top Box

- Multi room DVR
- OTT and VoD services
- IP thin STB clients

Triple Play Service Providers

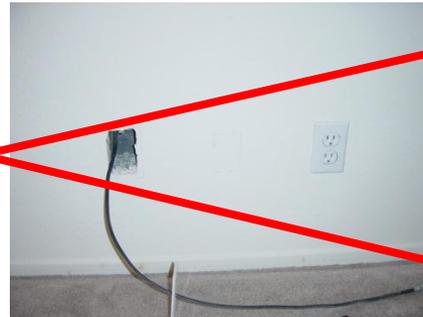
- Carrier Grade IPTV home networking
- Plug & Play Self Install

Challenges faced by service providers

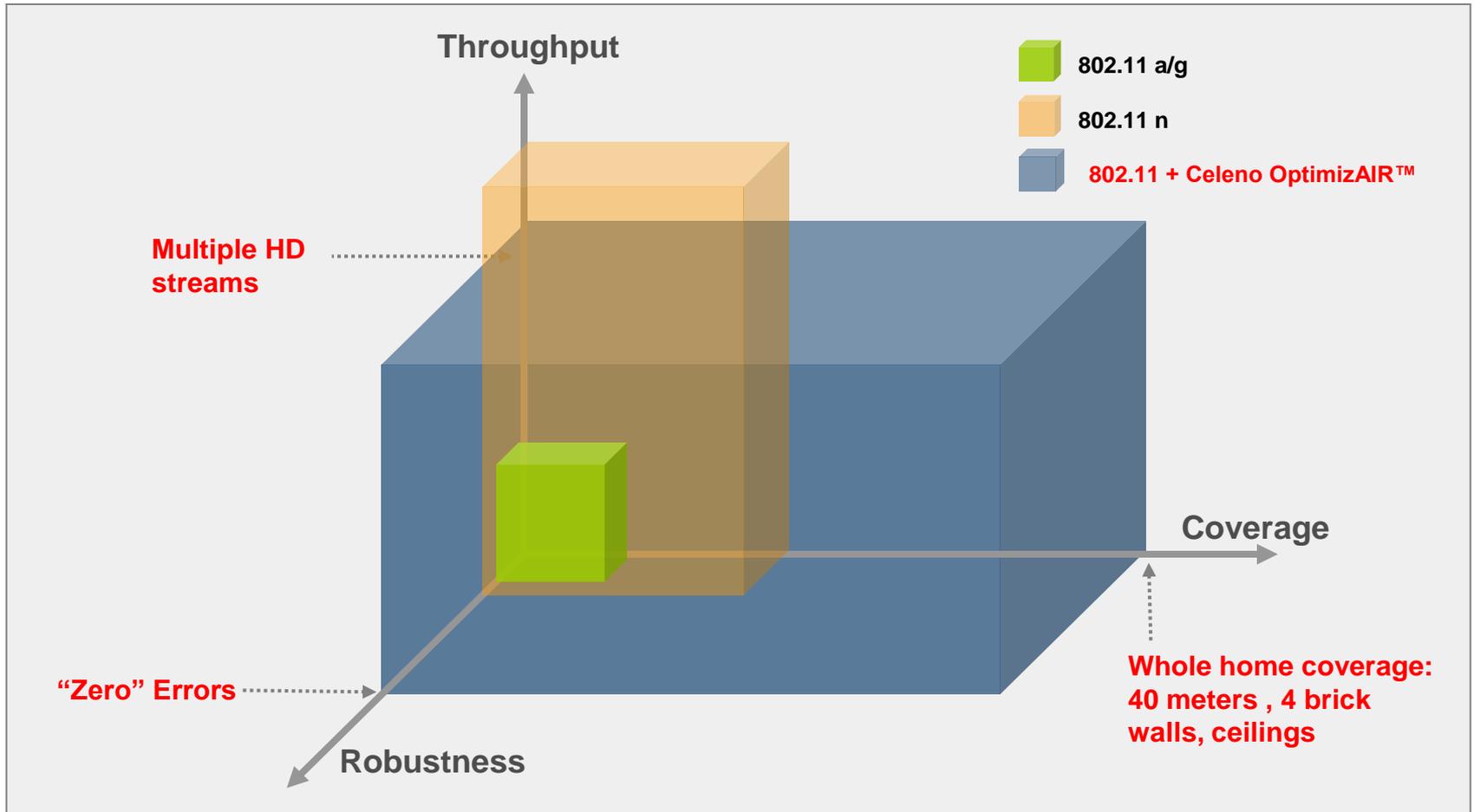
- » Enable live channels and over the top content on portable devices throughout the home



- » Distribute IPTV to IP STB reliably and conveniently

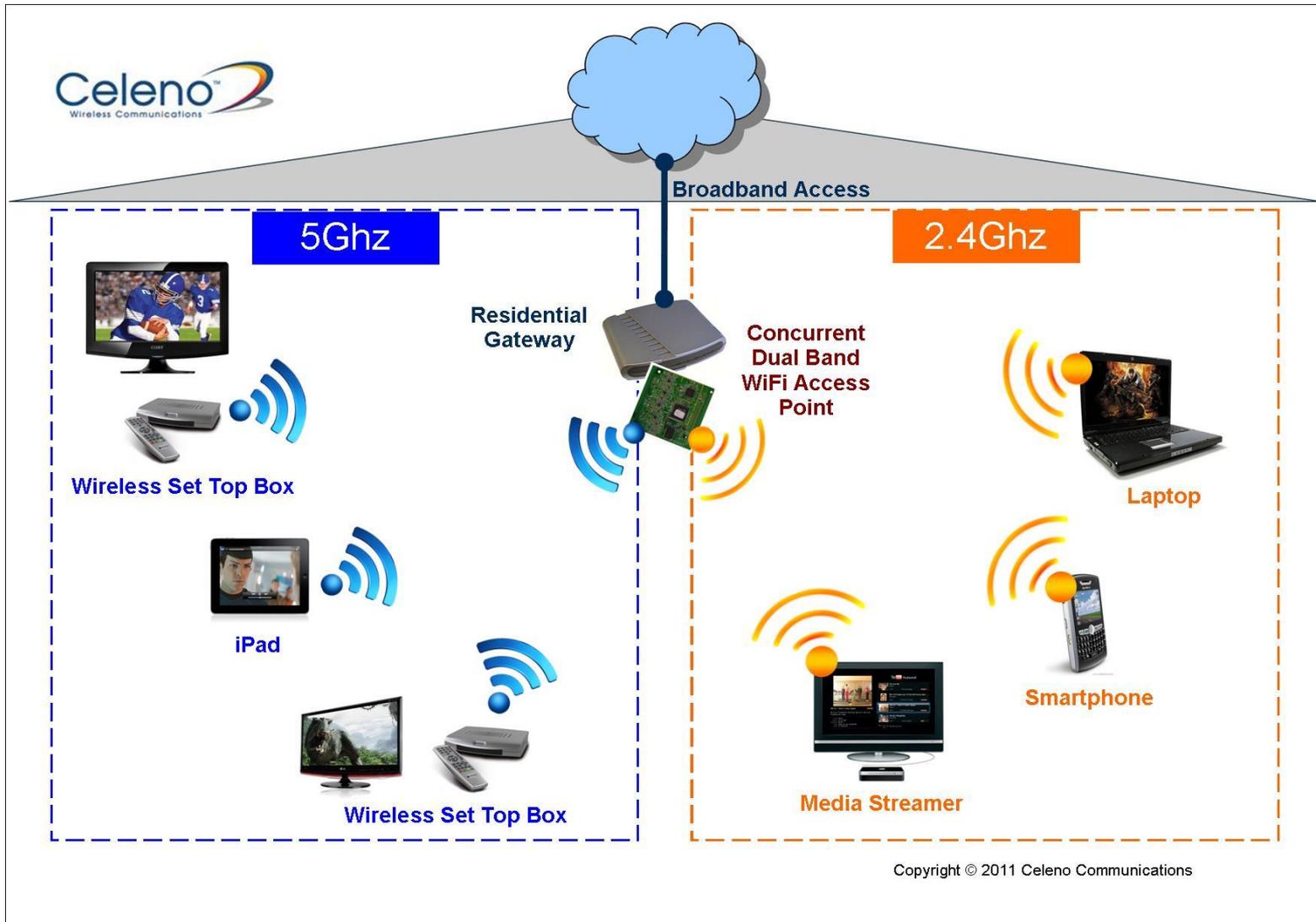


The Celeno angle



With Celeno’s technology at the AP and standard off-the shelf client devices

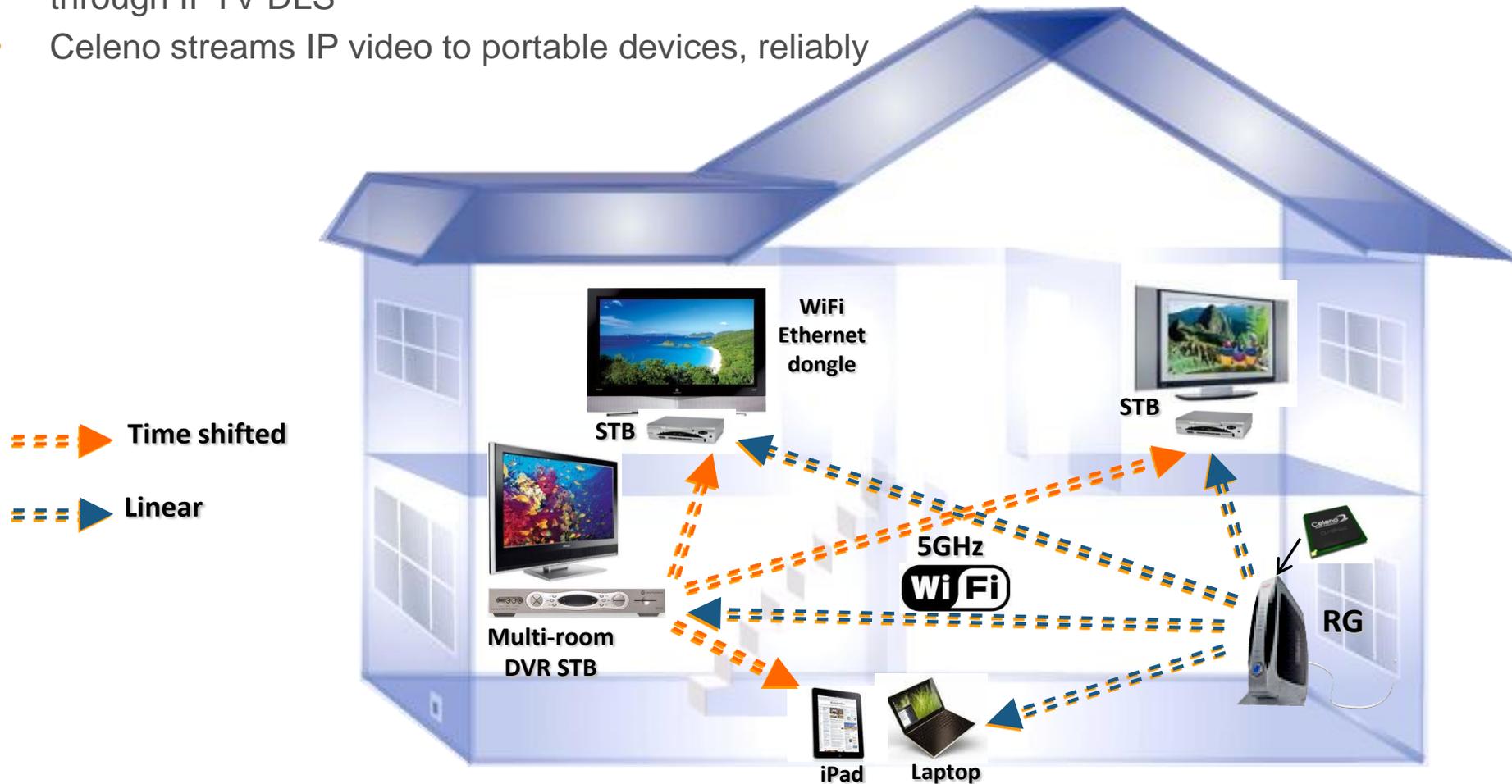
Carrier-grade Gateway implementation



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Telco IPTV with Whole Home DVR

- Celeno enabled RG and STB for carrier grade HD video
- Celeno enables wireless Whole Home DVR applications through IPTV DLS
- Celeno streams IP video to portable devices, reliably

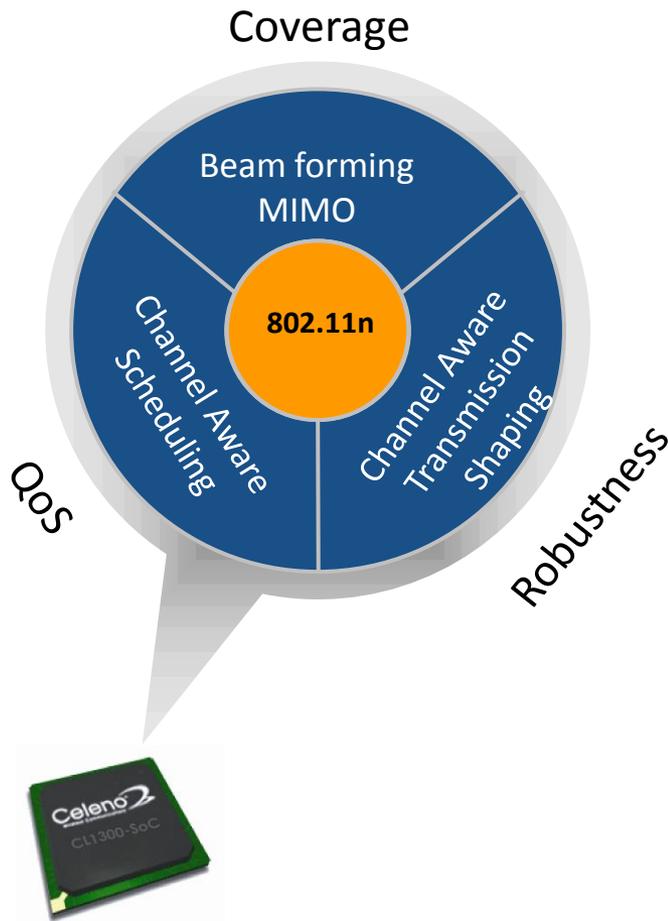


Cable MSO new home networking infrastructure

- Celeno enabled GW and IP zappers / thin STB
- Sharing personal content with retail DLNA media players
- Celeno streams IP video to portable devices, reliably



Products & Technology



- OptimizAIR™ technology suite:
 - » “Base station” architecture
 - » Access Point transmission technology
 - » Client agnostic solution all around
- Future proof , cost effective
 - » OptimizAir™ can be used only at the transmit side
 - » Consistent performance with any generic 802.11n silicon on the receive side (even single stream, single antenna)
 - » Enjoy the 802.11n mass-market price-curve on TV’s, STB’s, etc.

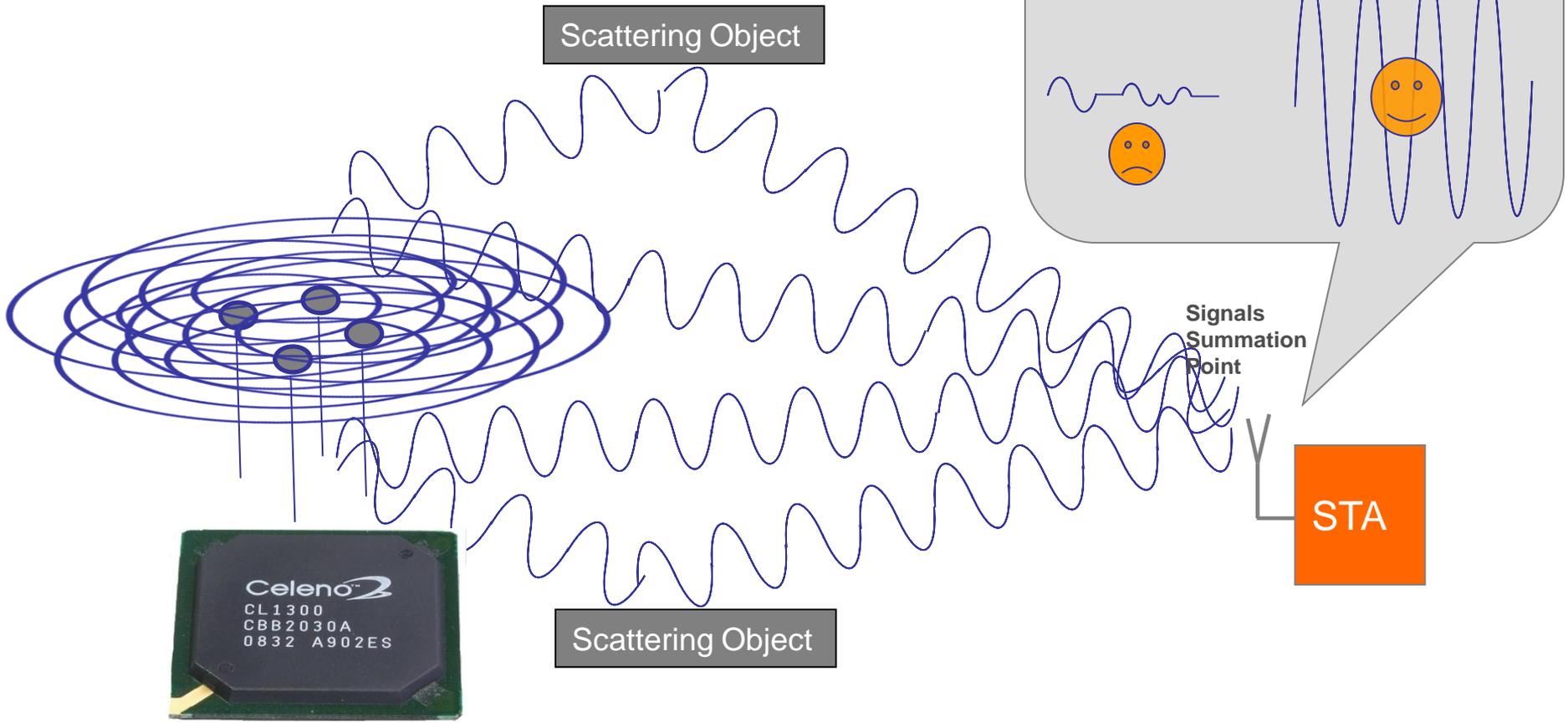
Technology Highlights: Channel Aware Solution

- Channel estimation for every client and every packet
- Feeds into every feature of OptimizAIR™
- Features are intricately optimized
- Overall performance advantage



Implicit Beam Forming

Perfect for rich multipath environment (Homes)



Thank You !