



NEWS RELEASE

# Cisco Delivers New cBR-8 Converged Cable Access Platform

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Next-Generation Product Enables Internet Access up to 10 Gbps; With New Cisco cBR-8, Comcast, Altice and Others Can Provide Multi-Gigabit Services

CHICAGO, IL -- (Marketwired) -- 05/05/15 -- **INTX 2015** - Ten Gbps Internet access became a reality today, as Cisco (NASDAQ: CSCO) launched the [cBR-8](#), the industry's first [Evolved Converged Cable Access Platform \(CCAP\)](#). Offering broadband operators full DOCSIS 3.1 capabilities and 10 times the speed and capacity of any existing product, the cBR-8 cost-effectively scales from today's 1 Gbps speeds to 10 Gbps by eliminating the need for multiple system rewiring.

The cBR-8 integrates the previously stand-alone functions required in a cable hub, delivering the industry's first "hub-in-a-box" solution, helping to enable cable operators to achieve savings that could exceed 40 percent of capital and operating expenses over five years, compared to other CCAP platforms.

## **cBR-8 Advantages for Cable Operators:**

- A leapfrog innovation, the cBR-8 is a future-proof DOCSIS platform, designed to support the anticipated video and data services transformation over the next decade and beyond. In addition to DOCSIS 3.1, the cBR-8 will deliver distributed CCAP, full spectrum video convergence, and software defined networking (SDN).
- cBR-8 is the cornerstone of the Cisco multi-access strategy for cable, which includes PON, SP Wi-Fi, SDN manageability and cross-platform orchestration, with a clearly defined path to a virtualized, cloud-based solution.
- Utilizing Cisco's carrier-class routing software, the cBR-8 significantly enhances service uptime and can transform the subscriber experience. For the first time, MSOs have a platform that delivers unprecedented hardware and software resiliency.
- Cisco<sup>®</sup> Migration Services for cBR-8 provide expertise, proven processes, planning, and proactive support to reduce migration costs, shorten cutover time, maintain service continuity, and speed time to market for new services.

- cBR-8 is shipping today to multiple cable operators' networks worldwide, including Comcast and Altice.

### **Supporting Quotes:**

- **Kevin McElearney, senior vice president, Comcast Cable**  
"Comcast Xfinity continues to deliver the fastest Internet speeds available to give consumers an industry-leading experience at home. Platforms like Cisco's cBR-8 will provide next-generation speed and capacity, enabling converged cable access architecture for multi-Gigabit services, increased scalability and improved operational efficiency to keep up with the unprecedented growth of broadband and IP video traffic."
- **Max Blumberg, chief technology officer, Altice Group**  
"This step is part of our long-term investment strategy. We are building the next generation of fixed mobile converged networks. With a combination of Cisco's Evolved CCAP, DOCSIS 3.1 and migration to NFV/SDN, Altice will continue providing the best customer experience, based on the highest bandwidth and cutting edge technology."
- **Brett Wingo, vice president and general manager, Service Provider Infrastructure Group, Cisco**  
"After years of working directly with major cable operators around the globe to develop this leapfrog CCAP technology, the inherent business value the cBR-8 delivers truly sets this product apart. Implementing cBR-8 into the network will allow our customers to scale to full DOCSIS 3.1 and converged video services, reducing both capex and opex costs, while keeping the cable network competitive and cost-effective for the next decade."

### **Supporting Resources:**

- [Cisco cBR-8 Converged Broadband Router](#)
- [Cisco Evolved Converged Cable Access Platform \(CCAP\) Solution](#)
- [White Paper: Cisco cBR-8 Evolved CCAP: Total Cost of Ownership \(TCO\)](#)
- [Data Sheet: Cisco cBR-8 Converged Broadband Router](#)
- [Cisco cBR-8 At-A-Glance](#)
- Follow Cisco news and activities at INTX 2015 via #cBR8 and @CiscoSPVideo.
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### **Tags/Keywords:**

Cisco, Comcast, Altice, Brett Wingo, Kevin McElearney, Max Blumberg, cBR-8, broadband, CCAP, DOCSIS 3.0, DOCSIS 3.1, Internet speeds, Gigabit services, 1 Gig, 10 Gbps, multi-gigabit, multi-gig

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**Press Contact:**

Sara Cicero  
Cisco  
(770) 236-2181  
[stutzes@cisco.com](mailto:stutzes@cisco.com)

**Industry Analyst Contact:**

Carter Cromwell  
Cisco  
(408) 526-6914  
[ccromwel@cisco.com](mailto:ccromwel@cisco.com)

**Investor Relations Contact:**

Emily Hunt  
Cisco  
+44 20 8824 4283  
[emhunt@cisco.com](mailto:emhunt@cisco.com)

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