



NEWS RELEASE

## Taiwan's Largest Cable Operator Teams With Cisco to Offer Consumers Faster Broadband Services

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KBRO Uses Cisco's cBR-8 to Deliver Exciting New Entertainment Experiences  
TAIWAN, CHINA and LAS VEGAS, NV -- (Marketwired) -- 01/06/16 -- **CES 2016** -- Cisco (NASDAQ: CSCO) --  
The expanding popularity of Internet video and the growth of connected devices have fueled a fivefold increase in global Internet traffic since 2011<sup>1</sup>. As a consequence, the world's leading cable operators are employing new strategies to keep pace with network traffic growth.

In one such example, Cisco announced today that KBRO, Taiwan's largest cable television provider, is deploying the Cisco<sup>®</sup> cBR-8 Evolved Converged Cable Access Platform (CCAP) to deliver faster Internet connections that will help KBRO's customers enjoy better entertainment experiences.

The cBR-8 will help KBRO meet consumer demands in capacity, bandwidth, and services over the next five years at a 40 percent savings in hardware, space, and power costs. It will also enable KBRO to deliver broadband speeds above 1 gigabit per second (Gbps).

cBR-8 uses DOCSIS 3.1, an industry specification that enables high-bandwidth Internet services to be delivered over existing cable TV infrastructure. DOCSIS 3.1 thereby lays the groundwork for a new generation of cable services which meet consumer demands for more and faster broadband connections.

The full solution will satisfy bandwidth needs in a cost-effective and efficient manner, delivering better agility. KBRO can also begin implementing innovative technologies like software-defined networking (SDN), which can help enable intelligent monitoring and operations of the network, such as quickly allocating bandwidth where it is needed the most. These capabilities can help ensure higher speed service commitments are met and video services are at the highest quality.

"We are committed to delivering the best experience and quality of service for our customers," said Alex Hsieh, chief technology officer, KBRO. "Building more efficient networks is instrumental to

continuing this success. With Cisco's help, our customers will benefit from higher-speed connections. This will give them faster downloads, and much improved viewing of 4K and ultra-high definition video."

"Cisco is pleased that KBRO is the first Taiwanese cable operator to transform their business by deploying the cBR-8," said Kelly Ahuja, senior vice president, service provider business, products, and solutions, Cisco. "We are working closely to help ensure the company is meeting the requirements of its customers with greater agility, massive bandwidth, and higher service tiers."

### **Supporting Resources:**

- [Cisco cBR-8](#)
- [Cisco Evolved Converged Cable Access Platform \(CCAP\)](#)
- [White Paper: Cisco cBR-8 Evolved CCAP: Total Cost of Ownership \(TCO\)](#)
- [Data Sheet: Cisco cBR-8 Converged Broadband Router](#)
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### **Tags/Keywords:**

Cisco, KBRO, CCAP, DOCSIS 3.1, broadband, Gigabit services, Internet speeds, Gigabit services, 1 Gig, 10 Gbps, multi-gigabit, multi-gig, EPN, SDN

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### **About KBRO**

KBRO is the Taiwan's leading Multiple System Operator (MSO) of TV, ultrafast broadband, Super MOD (VOD + Internet + Connect TV) and home security services. KBRO serves more than one million pay TV subscribers across 8 cities through its 12 cable system operators. As the pioneer in Taiwan's cable industry, KBRO is committed to evolving and enhancing its customer experience through constantly innovation to allow families and individual customers enjoy the benefits of digital audiovisual entertainment services. To find out more, please go to <http://www.kbro.com.tw/>

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<sup>1</sup> Source: Cisco Visual Networking Index Forecast 2014-2019; [cisco.com/go/vni](http://cisco.com/go/vni)

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