



System Overview, Product Information & Business Cases

Xtending
Legacy Devices
Beyond the
Living Room

in Today's
Digital Home

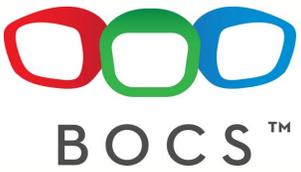


BOCS Media Hub™

Whole House Entertainment Experience™

TiVo® solved the problem of **TIME**, allowing consumers to watch recorded content whenever they want. Xtender solves the problem of **LOCATION**, delivering consumers the freedom to watch whatever they want, wherever they want to in the home, without having to buy additional equipment.





Media Hub. A Series of Application Notes designed to sell Media Hubs and drive incremental new business.

Xtending Sources and Services in the Digital Home



Based in Boulder, Colo., BOCS Inc. is a consumer electronics design and development company founded by a team of serial entrepreneurs experienced in the consumer electronics, wireless networking, Internet appliance and storage industries. Representing a breakthrough in whole-home entertainment, BOCS manufactures and sells the Xtender Media Hub, an entertainment-control set-top device that takes all digital sources — TVs, DVRs (like TiVo), Apple TV, Netflix Movie Box, DVD players and jukeboxes, computers and other set-top-boxes — and connects them to every room in the home, with no new wiring or subscriptions.

For more information about BOCS, check out <http://www.bocsc.com>.

Authors: Sales and Marketing Team

For more information, contact

Mike Isaacs
General Manager

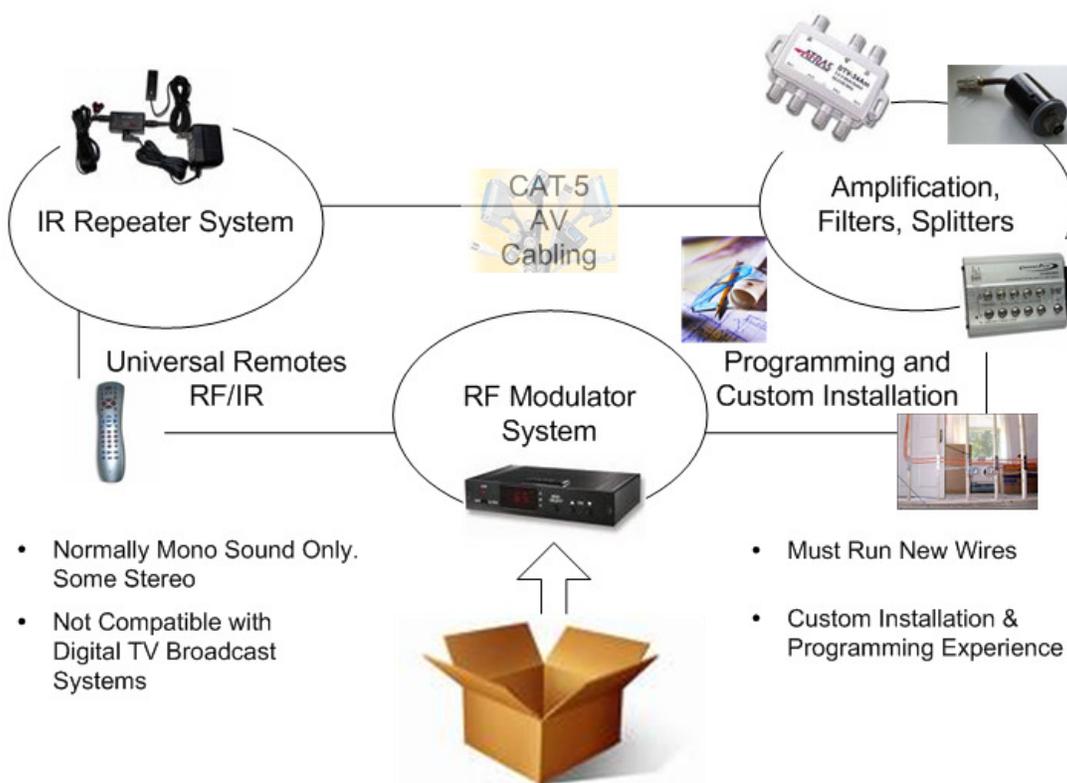
misaacs@bocsc.com
www.bocsc.com



MEDIA HUB Simplifies the Whole Home AV Experience

BOCS Media Hub Simplifies AV Distribution in Today's Digital Cable and Satellite Systems

Legacy RF Distribution and Control



OR

BOCS Media Hub Xtender

Full Dolby 5.1 Sound

Intelligent Remote
RF/IR

Designed for Retrofit

1 SKU



Simple, Friendly Easy to Use Remote

No New Wires

Compatible with Digital
Television Broadcast Systems
Designed for Structured Wiring

SO YOU CAN ...

Watch TiVo® across all TVs

... have a whole home Blu-ray®

Display your Apple iPod® on any TV

... have a whole home iTunes® Experience

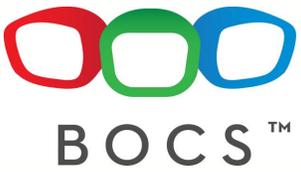
Record a show from the living room and watch it in your bedroom

NEW SELLING OPPORTUNITY

By installing a BOCS Media Hub your dealership can offer a very powerful distributed audio and video system for the existing home market. Here are some ideas as to product bundles that can bring you additional revenue.

1. Sell HDTV beyond the living room.
2. Sell upgraded HDTV Sound Solutions to take advantage of a whole home iTunes experience
3. Share your Blu-ray DVD content throughout the home.
4. Sell the value of no additional equipment needed to add more TVs to the system.
5. Sell more Xtender Remotes when adding a new TV

BOCS Media Hub enables you bring value to existing homes and make new customers.



Media Hub

WE SIMPLIFY YOUR AV EXPERIENCE. THAT'S XTENDER
A Retrofit Solution for Whole Home Distributed AV

BEYOND TIVO®

TiVo® solved the problem of *time*, allowing consumers to watch recorded content whenever they want. BOCS Media Hub solves the problem of *location*:

delivering consumers the freedom to watch whatever they want, wherever they want to in the home, without having to buy additional equipment.

NO NEW WIRING

BOCS Media Hub uses the existing coax cable in your home to send video and Dolby Audio 5.1 to any and all your TVs. What's even better is that it doesn't cost you any more to add more televisions—just simply connect your TV to the coax cable, program your BOCS remote, and away you go. Its that easy!

BOCS Media Hub is a device that is installed with your AV gear and provides Media Distribution to all the televisions in your home over the existing coax cable. The Media Hub provides the connectivity of your DVD Player, iPod, DVR or other AV device to all the televisions in the home, and allows control over those devices via RF remote. You can distribute and control up to 3 devices to every television in the home. Whole Home AV Distribution is now more popular than ever and with the BOCS Media Hub connecting and sharing your existing devices has never been so easy.

The BOCS Media Hub system uses the coax cable already in your home to create three new TV channels. RED, GREEN, and BLUE. Plug a TiVo® into the RED channel, then in your bedroom simply press the RED channel button and you instantly see the TiVo® on that bedroom TV. You now have full control of the TiVo® even if your bedroom is on the other side of your home from where the Xtender® is located. Pick

anything else to plug into the Green and Blue channels The secret of the remote control is its ability to wirelessly control your devices from across your home.

Media Hub is a new kind of product. It is the AV Hub in the living room. AV products connect to it and the Media Hub distributes that product's movie, music, photos, stored programming out to every television in the home regardless of location to the equipment.



Media Hub

Feature	Description
Sources	3
Video	Standard Definition Composite
Audio	Dolby 5.1
Remote	RF Communication to Xtender IR Learning for control of source component Universal (7 device) RF remote control w/ full UEL Infra-red Database controls over 2,000 devices
Remote Range	Capable of supporting up to 5,000SQFT. Repeater suggested in homes larger and multi story homes from 2,000 SQFT
Video Gain Control	Adjustable modulation level - up to +30dBmV
RF Frequency Band	900Mhz ISM band two way data link from Remote to Xtender

IF YOU CAN...

WATCH IT • RECORD IT • PLAY
 IT • DOWNLOAD IT

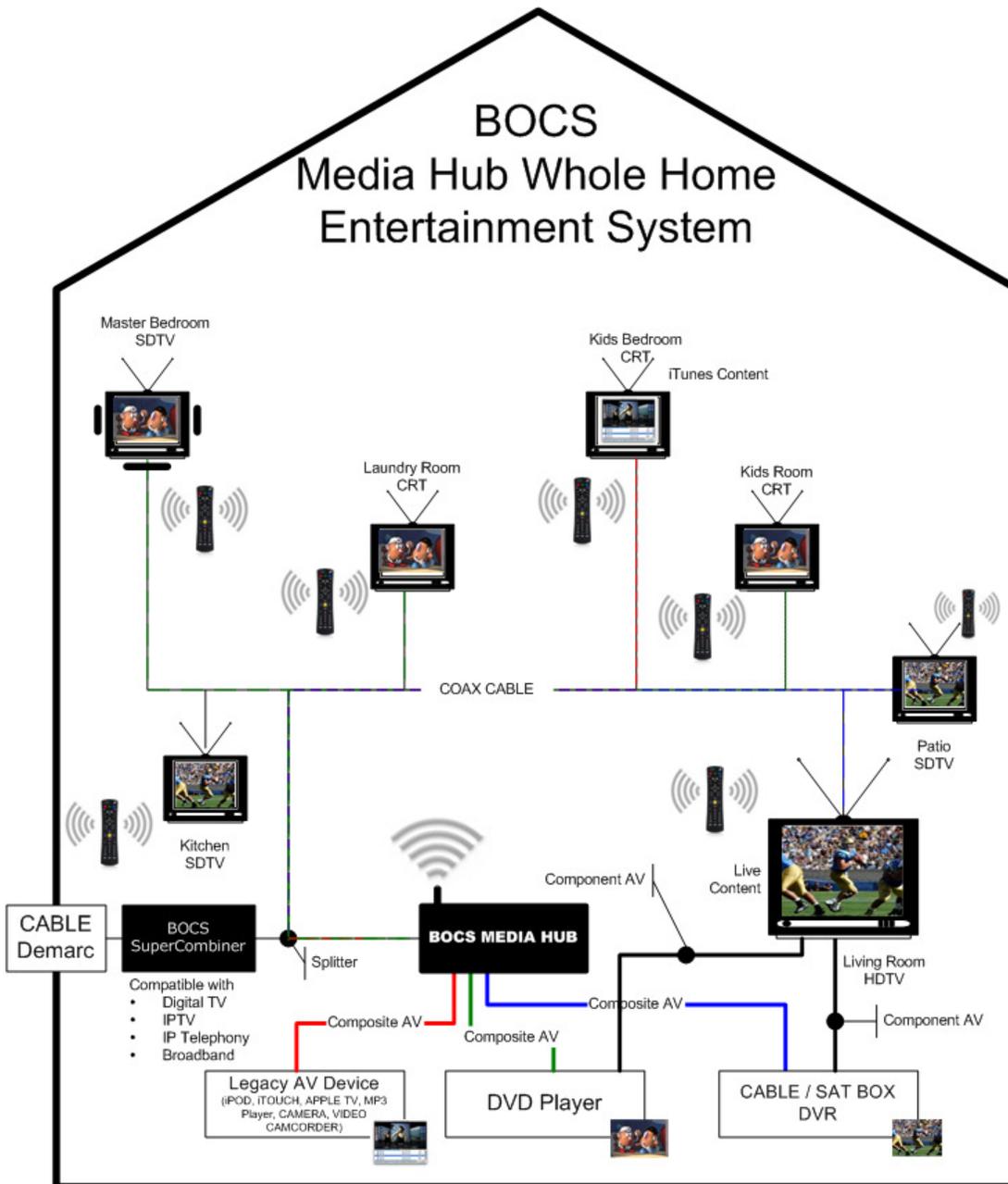
...THEN YOU CAN XTEND IT™.

System Overview

MEDIA HUB Simplifies the Whole Home AV Experience

No New Wires and Wireless Technologies Combined to Simplify Whole House AV

BOCS Media Hub Whole Home Entertainment System



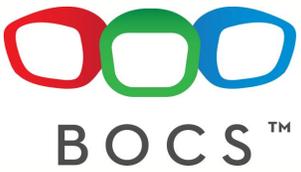
The Bocs Media Hub uses wireless 900 megahertz communications between the remote and the Media Hub to switch sources and to control each component source and uses IR to control the individual television volume control. Content from each source is delivered via the existing coax cable commonly found in every home. Control and Switching is done via wireless technologies that do not interfere with legacy or Wi-Fi technologies.

Our Supercombiner is the size of a large splitter and has been tested to be compatible with all existing technologies that utilize the same coax cable as the Xtender does.

You can play one or up to three sources at a time.

LET US SHOW YOU HOW
SELLING BOCS CAN
INCREASE REVENUE AND
GAIN NEW CUSTOMERS AND
MARKETS

BOCS is truly in a position to help you in these slow times. Whether you contact your current customer base or canvas the neighborhood for new business, we can help you. Do you need some marketing help? We have the resources and materials to help you mount a successful ad campaign. We have ideas and materials available to help you reach out whether by internet, direct mail, door hanger, etc. Tell us your ideas and if we don't have a solution, we will work with you to create it quickly to maximize your opportunities.



EXTENDING AV SOURCES AND ENTERTAINMENT PROGRAMS

BOCS Media Hub allows you to share connected sources with any TV in the home. If you can watch it, if you can listen to it, if you can play it and if you can download it, then you can Xtend it. Use the Bocs Media Hub to watch your downloaded or stored movies on any tv in any room.

SIMPLE REMOTE

Three buttons. Red, Green and Blue is all it takes to gain access to your favorite device. No complicated menus to navigate. No complicated programming. Just three easy to see buttons. Red, Green and Blue, that's it!

NO NEW WIRING

BOCS Media Hub uses the existing coax cable in your home to send video and Dolby Audio 5.1 to any and all your TVs. What's even better is that it doesn't cost you any more to add more televisions—just simply connect your TV to the coax cable and program your BOCS remote and away you go. Its that easy!

Existing Home Market

Economy is *in* the dumps. Sales are down. New Home Construction has vaporized.

Used to be that we were scheduled at least two weeks out and we could barely keep stock on the vans which were always a mess because we didn't have time to clean them out for months on end, as was the shop. Well recently the crews find out when they come to work if it will be a full day or no work at all, the warehouse has enough stock, the vans are incredibly clean and organized as is the shop because we are trying to find things for the installers(that are left) to do. We need to keep the experienced installers on staff as we try to make the change from mostly new construction to mostly retro-fit installs because we have figured out that the new housing market will for the most part be non-existent for the next 18 months.

These are tough times there is no doubt. We at BOCS are in the position to help. We have a product that will allow you to go out and contact your client base and farm some business where there would otherwise be none, and there would be no reason to contact them otherwise.

Potential Revenue From Existing Warm Leads- Your Customer Files!

You have them. They are the ones that gave you glowing reviews when you put in their system a while back. They could not believe how great the install was, and how wonderful the system looks and sounds. They love their system as it stands, but what if you could go back to them and let them know there is a system you can install for them that will, in most instances, only take an hour, and which will allow them to distribute the DVD/Blu-ray, DVR/TiVo®, iPod Dock, etc. you put in their main system to every TV in the home and control those sources from any room with a TV in it?

BOCS Media Hub is that system. For what it cost them for that A/V surround sound receiver you sold them, you can give them access to the media sources they can currently only enjoy in the main room. You can offer them the flexibility and convenience of pausing there show whether it be on DVR or DVD in one room, and resuming in any other room of there choice that has a TV wherever and whenever they want.

The Power of One

BOCS Media Hub makes it easy for you. You order one SKU and receive everything you need for the installation. Add as many extra remotes for the rooms with existing TVs as you need and you are ready to give your customer a new experience that they will be telling all of their friends and family about which might just have your phone ringing in these slow times!

How We Make It Easy For You

What makes our system so installer friendly? There are several things about our system that should get you in and out of your customer's home in about an hour (dependant on the existing system and wiring infrastructure).

First, we live on the existing coax distribution in the home. Doesn't matter if it is RG59 or RG6, we work on both. No New Wires! This allows you to go back to all of those homes you have wired in the past and talk to customers about BOCS.

Second, we supply everything you need (in the wiring kit) to do the basic hook up. From the A/V cables to the IR bugs, from the cable tester to the F-81 terminators, you are covered.

Third, we have 24/7/365 tech support in the event you need help with installation or product questions. There will be some situations in which you will need some additional pieces and parts to complete a successful installation and we are here to give you guidance as we have seen most variations. We have a "crash kit" available that will help you in these situations.

Business Case II

Structured Wiring Market

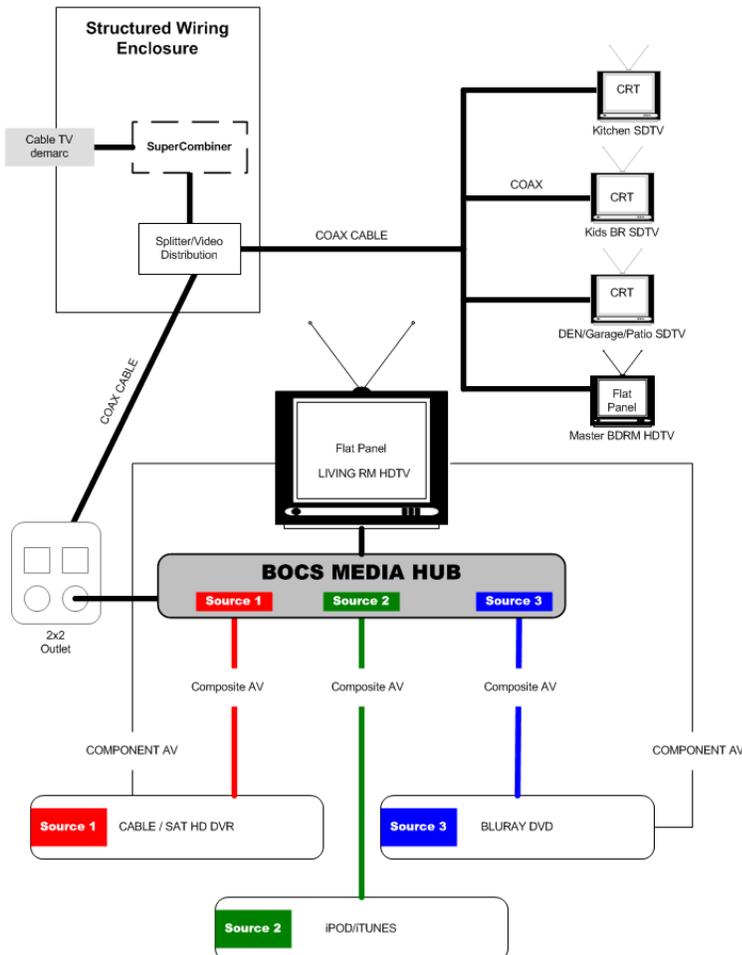
Xtender Opens Existing and Structured Wiring Home Market for Integrators

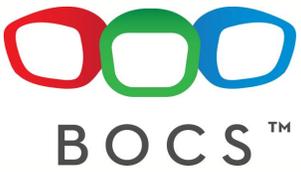
Using the Media Hub from BOCS enables a rich new realm of possible upgrade offerings for your structured wiring installations. Now going back to your existing installations is a snap. Literally install the BOCS Supercombiner into your structured wiring cabinet and connect to your video distribution splitter and you have instantly created the necessary wiring system for your Media Hub. Plug in the Media Hub where all your components reside, program your remote and you have instantly given your homeowner the ability to have a whole home distributed audio and video experience they will come to appreciate for years to come.

Whole Home AV Distribution is now more popular than ever and with the BOCS Media Hub connecting and sharing your existing devices has never been so easy.

Media Hub and Structured Wiring Diagram

The BOCS Media Hub system uses the Cables already in your home to create three new TV channels. RED, GREEN, and BLUE. Plug a TiVo® into the RED channel, then in your bedroom simply press the RED channel button and you instantly see the TiVo® on that bedroom TV. You now have full control of the TiVo® even if your bedroom is on the other side of your home from where the Xtender® is located. Pick anything else to plug into the Green and Blue channels The secret of the remote control is its ability to wirelessly control your devices from across your home.





BOCS vs. Traditional RF Modulation

RF Modulation was cool, in the 80's

Dinosaur Installation

In order to accomplish (somewhat) what the BOCS Xtender will do with an old style modulator system, you will need to go through the following steps:

Purchase the following pieces individually:

(1) four input modulator. (3) Universal RF remote controls (100' range limit). (1) RF to IR base station (must be addressable). (1) notch filter. (1) RF amplifier (to boost modulator signal). (3) A/V cables. (3) IR bugs

Retro fit a new coax line from modulator location to RF distribution splitter (may not be able to get there)

Program remotes individually (might be able to clone)

Plan on spending 4 to 10 hours on the job to install and trouble shoot the system.

That's what it will take to put old technology in your customer's home.

Used to be that, other than the retrofit installation aspects, RF modulation was pretty strait forward. You ran a new RG6 line from the modulator to the coax distribution splitter, hooked up your source(s) to the modulator(s), picked the channel(s) your customer decided he didn't mind loosing, and assigned them to the output of the modulator. You then showed your customer which channel to tune in to watch his modulated, mono audio source and life was good. Sort of.

"What's that? You want to control your sources remotely" mister customer? I can do that for you. All I need to do is add a bunch of parts at both ends of the cable runs, and some really ugly IR targets in your remote rooms, and you will be set. Remember to always bring your remote from room to room, or we can sell you some additional remotes to get you taken care of. These are IR remotes so be sure there isn't a lot of stray sunlight in the room or it will lock up your IR system and it will not function. Oh and I'll need to show you how to adjust your modulator when it starts drifting off the channel I set up for you. They do that you know.

As you can see, this system, while functional, has not changed much in the past thirty years. There have been improvements such as digital tuning, stereo audio, and RF remote control systems, but other than that, things have remained the same, most critically, the way and which channels are used to modulate on.

Cable TV and The Death Of Modulators

While the modulator technology hasn't changed much, Cable TV continues to change. Adding more channels up the bandwidth has necessitated going back to the customer's home and re-assigning the channels that they were originally modulated on. Due to harmonics created at the lower frequencies which duplicate themselves every 100MHz up the frequency range, and the introduction of digital cable, the customer can now loosing from six to twenty desirable channels. Some of these channels are the coveted HD channels they pay so dearly for!

Enter BOCS Media Hub. A New Way of Thinking. A New Way of Doing Things.

Our engineers at BOCS did not come from within our industry. They were not even aware that there was product on the market from Channel Plus and the like that would accomplish somewhat what they were trying to achieve. They wanted a system that would allow media distribution to any TV in a home with out complication. It had to be straight forward in both installation and use. The BOCS Media Hub accomplishes both of these criteria and more.

When you buy a BOCS system, you get everything you need to do a complete installation in about an hour. You buy one SKU. This comes with a BOCS Supercombiner, BOCS base unit, a wiring kit and an RF learning remote control. You can purchase as many more remotes as you have TVs in the home.

The Supercombiner contains a proprietary notch filter that allows sending the signal to three unused channels in the FM band without the harmonics issue that plagues RF modulation. You connect the whole house RF splitter to the Supercombiner to distribute to all of the TVs throughout the home.

The BOCS Base Unit is where you hook up your three sources to be distributed to the rest of the home, and where you plug in the IR bugs to control those sources. You use the existing coax line to send the signal from the BOCS Base Unit to the Supercombiner.

The Wiring Kit supplies the color coded AV interconnects, IR bugs, a short piece of terminated RG6 coax, and a cable tester. Everything you need to connect the system.

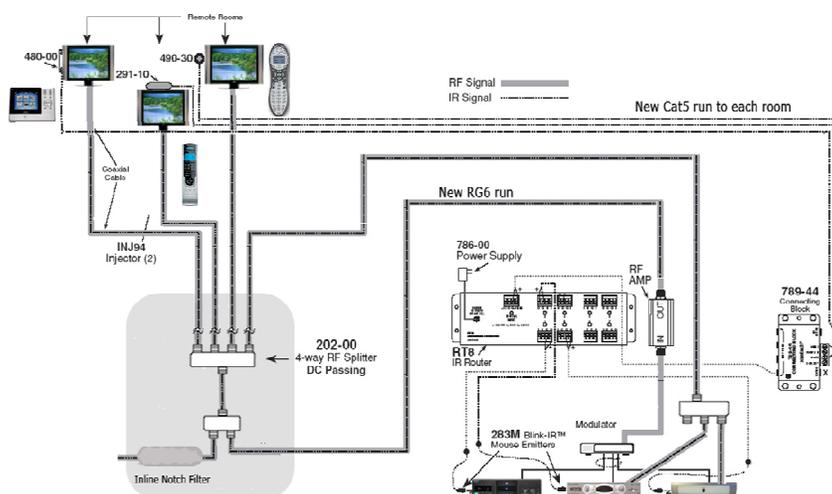
The RF remote is the centerpiece of our system. It allows control of the sources from 120' (up to 200' with optional repeater) away, and because it is RF, its functionality is not affected by LCD or Plasma IR noise, nor is it affected by sunlight. The remote contains "cave man" programming simplicity.

Basic programming involves three simple steps:

- 1) pair each remote to Xtender base
- 2) enter code for TVs at each TV location
- 3) enter codes for each of the three sources (red, green, blue) on any one remote

That's it. You're done. Clean install. Simple functional system. Happy customer. Move on to the next. Oh and if your customer has other equipment such as an audio receiver, you can program those as well. They can now use one remote for the entire system!

Traditional Xantech CAT 5 IR & RF Modulator



Considerations

If the home is old and has RG59, you will not be able to install the old style modulator system due to limited bandwidth of the cable. This is not an issue with BOCS Media Hub.

Your customers have to remember the channel #s the signals are modulated on with the old style modulator system. With BOCS, Red, Green, Blue are all you have to press on the remote to view and control your sources.

The old style modulator is not retro-friendly. You will have to retro at least one additional line. With BOCS, you add one 6" wire (supplied) at the Supercombiner location and you are set in most instances.

In most cases, the BOCS Media Hub install takes about an hour from physical set up through programming. Schedule two to four installs in a day!

With the BOCS Xtender, you don't have to explain to the customer why and which channels they will be losing.

TODAY'S TECHNOLOGY

With so many choices in digital entertainment, only one company has delivered a solution that takes into consideration all the devices we use in our homes. Now, BOCS has enabled all your AV gear to be used by everyone regardless of location of the device. Every device provides a whole home entertainment experience for the entire family to enjoy.

BOCS REMOTE

- IR Learning Capability
- 900Mhz ISM band two way data link from Remote to Xtender
- Up-sell opportunity - a new remote for every room of the home

PROFESSIONAL INSTALLATION

Typical installations will vary from between 2-3 hours for an existing home, however, Structured Wiring Installations can be installed in under one hour.

For more information on any of our products or services please visit us on the Web at: www.bocsc.com

BOCS

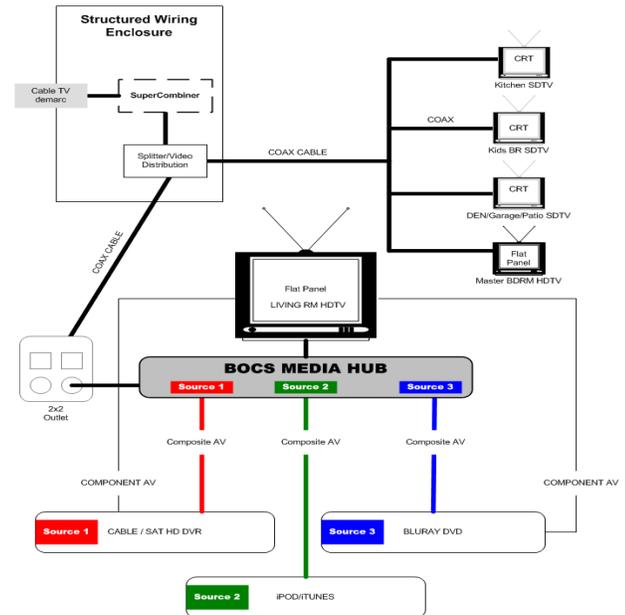
1685 38th Street Suite C-4

Boulder, Colorado 80301

303.442.6700

BOCS Media Hub in a Structured Wiring System

- Easy Installation at the beginning of the CATV feed.
- Simply connect Supercombiner to existing splitter and instantly create your Media Hub Video Distribution System
- Program sources into one remote, program local TVs into additional remotes and programming is complete
- Adjustable modulation level - up to +30dBmV directly from remote controls
- Universal (7 device) RF remote control w/ full UEI Infra-red Database controls over 2,000 devices
- Professional cable finder included
- Optional Wall-wart "hideaway" repeater extends remote control range by up to 2X



Common Application Capability using the BOCS Media Hub

Applications

Description

Whole House iTunes®



Connect your Apple TV into the BOCS Media Hub and watch and access iTunes from any television connected via coax in the home. Watch on one or watch on all—it doesn't matter.

Whole House iPod®



Plug your iPod into the BOCS Media Hub and watch your favorite movie, listen to your playlists, play a song or have your family photo album play on one or all televisions in the home.

Whole House TiVo® and DVR



Use the Media Hub to play back your recorded programs and TV shows on any television in any room.

Whole House Baby Monitor



Never be more than one button away from keeping tabs on your baby with the Media Hub. Just connect the Baby Monitor and we will display the image on every television in the home.

Whole House BluRay®



Watch your BluRay in the Living Room on your HDTV and send the Composite Video and Stereo out to every other TV in the Home

Whole House Cable or Satellite TV



Watch your programming in another room, listen to your favorite cable/satellite radio channel on one or all televisions.