

Star Broadband Pvt. Ltd., Malcha Marg, New Delhi

Star Broadband Pvt. Ltd. is a Multi System Operator providing cable TV services to the subscriber base in a large residential area of Delhi. It endeavours to provide quality services to the subscribers and be in pace with technology so that the best of services could be provided to the subscribers. The same had a requirement of upgrading its current cable TV network with a system that is capable of delivering quality services and flavours of services which its subscriber base could enjoy. LE realizes the requirements of MSO and understands the pace of technology for cable operators. LE deployed the IPTV ready DVBC network for Star Broadband repeating its success history and providing platform for them to earn multiple revenue stream at lower cost.

Star Broadband now has become the hub of services on the existing network. It offers the following services to its subscribers:-

- 200 Free to Air and Pay Channels
- Local Channels
- Video on Demand
- Music on Demand
- Internet on TV
- Interactive e-magazines
- Converged billing
- Content security
- Both IPTV and Digital TV services

Star Broadband's association with LE had following advantages:-

- Logic Eastern's technical expertise and consultancy enabled Star Broadband to deliver quality of services and lower the network downtime.
- LENS by LE has a unique capability of identifying the elements in the network and continuously monitoring it for any fault or malfunctioning. It helped them to troubleshoot and monitor the network efficiently.
- Logic Eastern provided 24X7 valuable technical support.
- Star Broadband was able to adapt to new system in a better way with the help of training by LE's technical leads.
- Integration is a complex task and requires immense efforts. LE provided integration service in the least duration which saved them from integration hassles.


LE provided the following services to Star Broadband:-

- Integration of system components like billing system, CAS, Set Top Boxes.
- Build-Operate-Transfer Service
- Installation and Commissioning Service

Highlights of the Solution:-

- Digital Headend by Tandberg
- CAS system by Enigma
- V@LET Series Set Top Boxes by LE



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- IPTV ready DVB-C solution
 - Low Cost service rich solution

Key Challenges

CAS Integration

Integrating Enigma CAS server with video headend system to provide content security was a major challenge. Enigma has a unique and more secure software based architecture as compared to traditional CAS vendors. LE's Technical expertise and prosperous relations with vendors helped overcome the challenge in the project and made it a success.