



What is RevGen Systems?

- Your cable system is not doing ad insertion because you haven't found an affordable or cost-effective insertion equipment solution.
- Your cable system is currently doing ad insertion, and you are interested in exploring opportunities to improve profitability and better meet the needs of your customers.
- Your cable system is not doing ad insertion because you don't have the head-end space to install advertising insertion equipment.
- Your cable system is not doing ad insertion because you think your system is too small to manage local, regional and national insertion internally.
- Your cable system is not doing ad insertion because you don't want to buy equipment and risk having to replace it as your system grows.

If you checked one or more of the above statements, RevGen Systems has solutions to offer you.

RevGen Systems provides advertising insertion solutions for cable systems of all sizes, helping cable operators to maximize profit. Our dedication to develop custom-fit, low-cost, reliable hardware and software solutions sets us apart from other advertising insertion equipment companies.

RevGen Systems has something to offer every cable operator. Our products allow you to invest minimal initial capital into advertising insertion equipment that can be affordably and easily expanded as your system grows and your needs change. This modular approach to advertising insertion equipment eliminates the need to replace entire systems when upgrading, saving cable operators valuable time and money.

What can advertising insertion do for your system?



If your system is not currently doing advertising insertion, there are several reasons to begin doing so, including increased opportunity for customer retention and monthly revenue through advertising sales.

Many cable operators across the United States are bypassing their local ad insertion avails because they haven't had access to affordable equipment options that make advertising insertion cost-effective for their system. Others believe they don't have sufficient headend space. RevGen Systems has come up with innovative **AND** affordable solutions for these problems.

Customer Retention

Advertising insertion provides cable operators increased opportunity to retain their current customer base and build upon it. This is achieved by using some of your advertising avails to insert anti-DBS advertisements, cross-channel promotions and upselling spots that encourage customers to upgrade packages and purchase pay-per-view and Video On Demand programming.

Ad Sales Revenue

What cable operator would knowingly turn away revenue? Unfortunately, that's exactly what happens when a system bypasses their local ad insertion avails. With a RevGen System, you'll be surprised at how quickly advertising sales revenue can pay back the cost of your advertising insertion equipment. Systems of all sizes can now capitalize on the revenue they've been missing out on!



How does RevGen Systems' equipment work?

The RevGen is an ad inserter that inserts digitally-stored commercial content on up to twelve different networks per unit. Multiple units may be combined to allow for insertion on as many channels as an operator desires. RevGen software is based on innovative technology that ensures ads are inserted with perfection, eliminating scheduling or insertion errors and maximizing advertising insertion benefit for your system.

To insert an advertisement, the RevGen computer waits for a DTMF tone to be sent down from a network. Once it receives the tone, it has a few seconds to interrupt the network signal and insert your system's signal. After insertion, the computer automatically switches back to the network's signal.

Components of a RevGen System

- 1) CPU
- 2) Switching Matrix
- 3) Vela Decoders
- 4) RevGen Software Integration Package



RevGen Systems delivers a full range of advertising insertion equipment for cable systems of all sizes. Contact us today to determine the best solution for your system.

Why choose RevGen Systems for your advertising insertion equipment?

Low Capital Requirements

You will be pleasantly surprised by how affordable our systems are — **four-channel systems begin as low as \$5,500!** No matter what equipment you need, RevGen Systems offers value AND quality that's second to none.

Headend Space Requirements

The RevGen was designed to require less rack space than other ad insertion equipment. Our CPU and Matrix Switcher require just a small fraction of a rack, and the optional rear-mount decoder requires no additional rack space. **Total rack space needed for a RevGen system is a mere 11 inches.**

Modular, Upgradeable Design

RevGen Systems has designed its equipment to work for cable systems **BOTH** when they purchase the equipment **AND** as they grow. Cable operators can begin earning revenue through ad insertion and then add channels and subs as they wish. **There's no need to replace your equipment once capacity is reached.** Just make a simple, low-cost upgrade to your original system.

RevGen Benefits

- Helps systems retain and gain customers
- Provides a revenue stream through advertising insertion
- Requires minimal rack space
- Maximizes air-time sales opportunities
- Functions compatibly with all traffic & billing software
- Streamlines local commercial insertion
- Tracks start time of all avails
- Provides customer support directly from design engineers
- Upgrades easily due to modular design

Customization Comes Standard

The creators of RevGen Systems recognize that one size most certainly does not fit all. Every cable operator has unique needs, and each RevGen order is built to meet those precise needs.

Contact RevGen Systems Sales

Jenna Ryan

Sales Representative

720.319.1388 phone

720.221.0559 fax

jryan@rev-gen.com e-mail

www.rev-gen.com website

RevGen Systems Sales

10901 West Toller Drive, Suite 304

Littleton, CO 80127

RevGen Systems looks forward to working with you.