

# Derive Greater Value from your RDK Devices

With consumers acquiring content via new devices and business models, service providers are always looking to expand their video and/or broadband offering. Leveraging RDK is one of the best ways to increase your service velocity and rapidly introduce new devices. Amid constant technological changes, installing, managing and supporting your RDK solutions is no small feat. It is also difficult to gain insight into the quality of your releases, features and deployments to improve customer satisfaction and increase revenue. Now is the time to take your RDK platform to the next level. Synamedia Gravity will get you there.

## Expand your Residential and Commercial Offering

Synamedia Gravity is an innovative solution for deploying and managing next-generation services and experiences across your video and/or broadband devices. Built on our proven Synamedia eRDK managed solution, Synamedia Gravity pre-integrates RDK services as well as third-party services and applications so you can easily add new features to your offering.

### Facilitate Device and Network Management

At the heart of Synamedia Gravity are two of four building blocks that boost revenue and customer satisfaction. The user/operator portal facilitates device and network management. Providing full home or office network visibility, the user portal enables customers to set access/bandwidth restrictions and add devices, services and features with the click of a button. The operator portal, meanwhile, features zero-touch activation to support your customer service representatives, customers, network operators and system administrators.

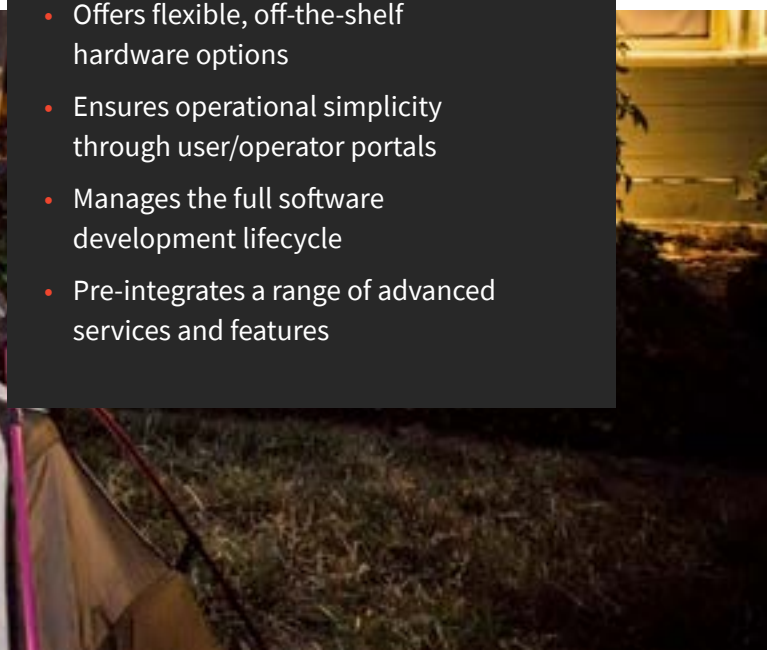
## Add Advanced Features to Stand Out

Synamedia Gravity's second key building block is a set of advanced features and services that takes your video and/or broadband offering to the next level. You can leverage adaptive Wi-Fi capabilities to enable a superior wireless experience. The solution's innovative security features help you detect and deter intruders. Synamedia Gravity also includes other built-in features, from voice and SVOD to advanced routing and QoS, while supporting business and service continuity for commercial users.

The engine that drives Synamedia Gravity is the services gateway. A proven managed API, the services gateway seamlessly connects Synamedia Gravity to any backend or access network to automate your service enablement.

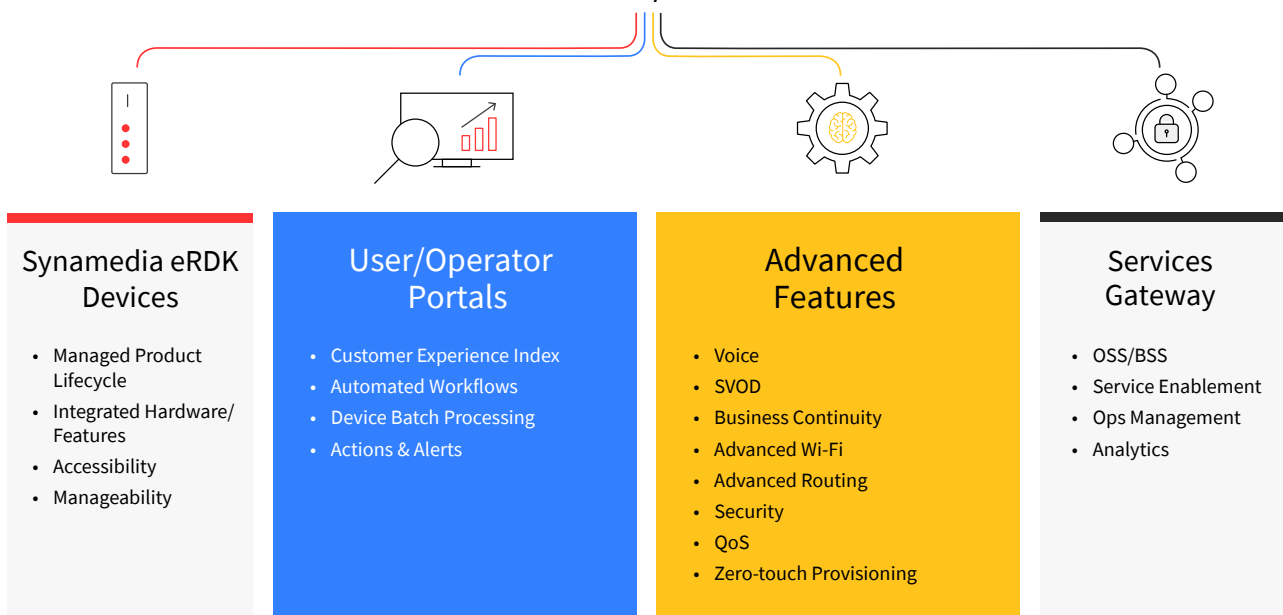
## Highlights

- Leverages rich RDK heritage and deep industry partnerships
- Offers flexible, off-the-shelf hardware options
- Ensures operational simplicity through user/operator portals
- Manages the full software development lifecycle
- Pre-integrates a range of advanced services and features



# Synamedia Gravity Building Blocks

## Residential/Commercial



## Features and Benefits



### Manage services through operator portal

- Increase first call resolution (FCR) to improve your level of customer service
- Conduct advanced remote diagnostics to quickly identify red flags
- Provide a holistic view of your network, devices and customers to enhance service management



### Ensure advanced service enablement

- Utilize zero-touch activation and auto configuration capabilities to automate workflows
- Incorporate recommendations, audits and usage patterns to gain insights into your releases, features and deployments
- Leverage API-driven design to support mobile applications, customer service, and operational/business support systems



### Take advantage of strong Synamedia eRDK foundation

- Deliver productized RDK offering based on roadmap to meet market needs
- Deploy video and broadband managed devices to boost your revenue
- Pre-integrate RDK services and third-party applications to enable value-added features

## About Synamedia Video Platforms

Synamedia is the number one provider of video platform and delivery solutions for satellite, cable and telco pay TV service providers. Our platforms provide customers with comprehensive solutions for managing broadcast and OTT media workflows, securing video content and services, and delivering user experiences across all screens. Leveraging expert know-how and over 30 years of experience, Synamedia enables you to stay competitive today and smoothly migrate to an all-IP, cloud solution over time.

## Next Steps

Learn more about [Synamedia's broadband solutions](#).

For more information, [contact us](#).