



SALES AND INSTALLATION GUIDE

TiVo® Premiere

TiVo® Premiere XL

TiVo® Premiere Elite



For additional information visit:
custom.tivo.com

For TiVo training purposes only. This document is intended for TiVo's authorized retail installers and is not to be copied or distributed to any third parties.

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Sales Guide – Part 1

Introduction

Every system needs a source, and even the best displays are only as good as that source.

This sales and installation guide has been created to show the features and benefits of TiVo® products, while also illustrating how you might assemble the complete solution with TiVo boxes in a home entertainment or control system.



Using this Guide

This guide, like your business, is divided into two equally important halves: SALES and INSTALLATION. First, an outline of the rich features and benefits of TiVo products and software to help you SELL the concept to homeowners. Then, all you need to know about the processes involved in the INSTALLATION of the system, including how to enable extended video-on-demand features from hot content providers like Netflix®, Pandora, and Amazon Instant Video.

Why TiVo?

TiVo technology is the **BEST** source solution for cable-subscribing homeowners, providing superior picture quality and audio.

TiVo provides you the opportunity to **PROFIT** through product sales, installation and setup of advanced features.

TiVo technology and the new HD user interface are **SIMPLE TO NAVIGATE** and provide a world of entertainment choices, resulting in happier customers and fewer tech support calls.

TiVo products give you **CONNECTION OPTIONS**. TiVo Premiere supports both cable and ATSC high-definition signals.

TiVo products are **INTEGRATION READY** with the most popular home control systems.

TiVo technology lets you **CONTROL THE INSTALLATION** from start to finish.

About TiVo Inc.

Founded in 1997, TiVo, a pioneer in home entertainment, created a brand-new product and service category with the development of the world's first digital video recorder (DVR) and forever changed the way people watch TV. Now we're doing it again. Enjoy truly Brilliant TV with the world's first Smart DVR, the TiVo® Premiere DVR. It plugs in to your existing cable service and Internet connection, so you get all the entertainment you want from TV and the web—all in one place, with one remote and one stunning interface.

The Ultimate Source Device for Every Installation

TiVo Premiere boasts advanced internal construction, THX certified audio and video, wired and wireless network integration options, software add-ons for shows on the go and an interface built with future upgrades in mind. With access to tens of thousands of movies, music streaming, online video downloads, digital picture sharing as well as superior processing of the cable and broadcast signal itself, Premiere is truly the ultimate entertainment source for every system.



For full specs and features, see page 16.

Features You Want:	Benefits You Sell:
<ul style="list-style-type: none"> • Four (4) tuners (Premiere Elite) , Two (2) tuners (Premiere, Premiere XL) 	<ul style="list-style-type: none"> • Record multiple shows at once while watching a 5th show from your pre-recorded list
<ul style="list-style-type: none"> • THX certification (Premiere XL and Premiere Elite) for audio and video 	<ul style="list-style-type: none"> • Superior sound and picture to any cable box
<ul style="list-style-type: none"> • Large (and expandable) storage capacity 	<ul style="list-style-type: none"> • Never run out of recording space. Elite (2 TB storage for up to 300 hrs. of HD or 2,200 hrs. of SD recording), Premiere (500GB, 45 hrs. of HD), Premiere XL (1TB, 150 hrs. of HD), expandable with WD Expander and selected networked media servers
<ul style="list-style-type: none"> • Connects to digital cable service via CableCARD 	<ul style="list-style-type: none"> • Connects to cable service, replaces the generic cable box
<ul style="list-style-type: none"> • Connects to HD antenna (Premiere, Premiere XL only) 	<ul style="list-style-type: none"> • High-quality HD TV signal – free!
<ul style="list-style-type: none"> • 1080p/1080i HD formats 	<ul style="list-style-type: none"> • Get the most from 1080p displays
<ul style="list-style-type: none"> • Supports HDMI compliant splitters with to up to 16 HDMI ports (Premiere Elite) 	<ul style="list-style-type: none"> • Increased options for video distribution
<ul style="list-style-type: none"> • Integrated movie and TV services from Netflix, Amazon, Hulu Plus, BLOCKBUSTER® 	<ul style="list-style-type: none"> • The largest on-demand video store is now just a button push away
<ul style="list-style-type: none"> • Connects to popular music services like Rhapsody®, Music Choice®, Pandora® and more 	<ul style="list-style-type: none"> • Hear great music through the best speakers in your house
<ul style="list-style-type: none"> • Search engine searches both broadcast & broadband content 	<ul style="list-style-type: none"> • Simultaneously find content both on TV and online
<ul style="list-style-type: none"> • Multi-room viewing capability 	<ul style="list-style-type: none"> • Start watching in one room, finish in another
<ul style="list-style-type: none"> • Portability software options 	<ul style="list-style-type: none"> • Transfer files to smartphones, Apple iPod, Sony PSP, laptops and media servers from HP and Netgear
<ul style="list-style-type: none"> • Network connectivity – wired or wireless 	<ul style="list-style-type: none"> • Access MP3s, photos, videos and internet radio via the home network
<ul style="list-style-type: none"> • TiVo App for smartphones and tablets 	<ul style="list-style-type: none"> • Manage your account, browse and find content, schedule recordings – all without interrupting your TV shows

More Unique TiVo Features!

Unlike generic cable boxes and set-top boxes, the TiVo Premiere box allows users to simultaneously search for content on both broadcast and broadband. There are also multiple ways to search:



- **SEARCH:** Type “3” in the search field and watch as results pour in — “30 Rock” on broadcast, Netflix and Amazon, plus two versions of “3:10 to Yuma”.



- **EXPLORE:** Let’s say you choose “Alec Baldwin” from the search results above. TiVo will show you similar movies, the cast of the movie and even other movies/shows the cast may have appeared in.



- **BROWSE:** TiVo created intuitive categories for users to look through – from Sundance to SciFi, Four Star Movies to Football, Home & Garden to Horror.



- **DISCOVER:** The Discovery Bar at the top of the interface has selectively chosen other shows and movies you may be interested in watching based on your prior viewing and recording habits.

⚠ Important

A subscription to TiVo service and connectivity via broadband is required. Recording multiple channels simultaneously requires installation and activation of an M CableCARD from a cable provider. Additional fees may apply from the cable provider. Satellite service, AT&T U-verse, and cable company video-on-demand are not supported. Additional fees may apply for streaming or downloading third party content, such as Netflix.

TiVo Video Content Sources – Best Available






With the largest video-on-demand store available for any DVR source device on the market, TiVo does not disappoint. Broadband Internet connection required to access the video content sources below.

	<p>Netflix on TiVo is FREE to Netflix “unlimited” subscribers.</p> <ul style="list-style-type: none"> • Download and instantly watch tens of thousands of movies and TV shows from Netflix • Supported by Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • Titles found through TiVo Search can be played instantly without adding to Netflix Instant queue • Subscriptions to both TiVo and Netflix are required
	<p>YouTube™ comes to the big screen! Once connected to broadband Internet access, TiVo content is readily available to view on connected TVs.</p> <ul style="list-style-type: none"> • Supported by Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • Search via keyword or user and browse by categories like Most Recent, Top Favorites, Most Viewed, etc.
	<p>Amazon Instant Video service boasts more than 90,000 near DVD-quality and HD movies, TV shows and more available for rent or purchase.</p> <ul style="list-style-type: none"> • Supported by Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • Progressive download allows for immediate video watching once download process begins <p>Rental Details:</p> <ul style="list-style-type: none"> • Downloads are available for a 24-48 hour rental period once the program viewing has begun and remain in box for 30 days prior to watching <p>Purchase Details:</p> <ul style="list-style-type: none"> • Amazon stores all purchased videos in “Your Media Library” for download at request
	<p>BLOCKBUSTER® movie rentals</p> <ul style="list-style-type: none"> • Supported by Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • More than a thousand titles, many available the same day as DVD, more added every month • Rental fees start at \$2.99 per movie and have a 24-hour viewing window
	<p>Hulu Plus™ offers thousands of current and classic shows plus a library of acclaimed movies.</p> <ul style="list-style-type: none"> • Supported by Premiere, Premiere XL, and Premiere Elite boxes • Content is available for instant viewing in HD • Unlimited viewing is just \$7.99 with limited advertising
	<p>News, sports, weather, technology, music, education and whatever else the imagination can find online can now be downloaded to TiVo boxes.</p> <ul style="list-style-type: none"> • Supported by Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • Send programs directly to broadband-connected TiVo box free of charge • Current video partners include The New York Times, CNET, The Onion, Vogue.TV, Entertainment Weekly, National Geographic • Thousands of custom video feeds available free of charge by inserting URL address • Downloads can happen automatically via Season Pass options





TiVo Music, Photos and Home Video Content Unleashed

Whether via the Internet or the customer’s own home network, there are truly countless options for accessing these types of content on the TiVo DVR. No other source unit on the market is so dynamic. Broadband Internet connection is required to access the features described below.

Music Content

<p>Subscription Based Service:</p> 	<p>With Rhapsody on TiVo, users can access millions of songs using the TiVo remote and broadband-connected TiVo box.</p> <ul style="list-style-type: none"> • Supported on Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • Rhapsody Unlimited: play millions of full-length tracks for a monthly fee (includes personalized music recommendation courtesy of Rhapsody) • One of the largest collections of music available • After 30-day free trial, Rhapsody subscription is required
<p>Internet Radio:</p> 	<p>Create your own Internet radio station based on your music or artist preferences.</p> <ul style="list-style-type: none"> • Supported on Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • Share your Pandora account between your TiVo Premiere, mobile devices, desktop or laptop
<p>Internet Radio:</p> 	<p>Live365.com is the largest radio network on the Internet, offering hundred of diverse stations.</p> <ul style="list-style-type: none"> • Supported on Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • CD-quality/FM-quality sound on select stations • Upgrade to VIP membership (\$5.95 per month) for commercial-free access and receive 10,000 stations in 260 genres • Free 30-day trial for TiVo subscribers
<p>Personal Music Library: MP3s over Network</p> 	<p>Turn TiVo into a music server and stream personal MP3 files over the network! Music files are not downloaded, only streamed, which means no used-up space on the TiVo itself.</p> <ul style="list-style-type: none"> • Supported on Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • Stream files from PC or Mac connected to network • Computer must be on and running TiVo Desktop Software (free download at TiVo.com) • Only MP3 files without DRM restrictions are supported • Supported file and playlist formats: MP3, M3U, PLS, ASX, B4S
<p>Music Video Download:</p> 	<p>Music Videos on Demand (Free to TiVo owners)</p> <ul style="list-style-type: none"> • Supported on Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • Search by title, artist or category • Download videos to broadband-connected TiVo box at no additional cost



Photos and Home Video Content

<p>Network Access: Digital Pics</p> 	<p>Access to personal pictures over the network.</p> <ul style="list-style-type: none"> • Supported on Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • View photo albums and slide shows on the TV in HD quality • Easily navigate, search and view any connected computer's photo library • Computer must be on and running TiVo Desktop Software (free download at TiVo.com) • Supported file formats: BMP, TIFF, DIB, GIF, JPG, PNG
<p>Network Access: Home Movies</p> 	<p>Access to personal home movies over the network.</p> <ul style="list-style-type: none"> • Supported on Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • Transfer files from any networked computer for viewing on TV instead of computer monitor • Videos can be located on any networked computer • TiVo Desktop software (free download at TiVo.com) must be used to convert movie files into TiVo-ready files
<p>Sharing Digital Pics via the Internet</p> 	<p>Partnered online photo sites allow users to archive, view and share pics with other users.</p> <ul style="list-style-type: none"> • Supported by Premiere, Premiere XL, Premiere Elite, TiVo HD, TiVo HDXL and Series3™ boxes • Photos must be uploaded to sites via a computer for viewing/sharing • Family and friends' photos can be viewed via Photobucket or Picasa™ applications • Photos are displayed in HD 1080i
<p>Sharing Home Movies via the Internet</p> 	<p>Partnered online video provider allows users to share home movies with other users.</p> <ul style="list-style-type: none"> • Supported by Premiere, Premiere XL, Premiere Elite (SD mode only), TiVo HD, TiVo HDXL and Series3™ boxes • Videos must be uploaded to OneTrue Media service via a computer for viewing/sharing • Family and friends' videos can be shared via a private channel code given to each user • Account with OneTrue Media is required



TiVo Services: Schedule and Manage Anywhere

There is no rule that says downloaded or recorded content has to sit in a box — TiVo encourages just the opposite! With online features, “take it with you” portability and multi-room viewing, TiVo has given control of the content back to the customer.

Online Scheduling

<p>Web-Based Scheduling</p> 	<p>TiVo online scheduling allows users to schedule recordings while away from home.</p> <ul style="list-style-type: none"> • Program guide data is available • Current recording schedule (“To Do List”) is shown • Search and browse show selections on site and schedule for download • Access users' TiVo accounts — email and password required
<p>Mobile Apps & Networked Laptop</p> 	<p>Free mobile scheduling applications are available for BlackBerry, iPhone and most web-enabled smartphones.</p> <ul style="list-style-type: none"> • Schedule recordings directly to TiVo box via a mobile phone • Accessible with any web-enabled phone through any network, regardless of carrier • Applications for Remote Control via WiFi are available for iPhone, iPod Touch, iPad and many other mobile devices • TiVo mobile website: m.tivo.com

Take it With You — TiVoToGo™ Transfers

<p>PC or Mac Networked Laptop</p> 	<p>TiVo service ensures that the entertainment experience follows users wherever they may go, even without an Internet connection.</p> <ul style="list-style-type: none"> • Transfer recordings from network-connected TiVo box to networked laptop for future viewing • Set up auto-transfers for favorite shows • Computer hard drives can be used as additional storage space • Burn recordings to DVD (may require additional software from Roxio). Visit www.roxio.com for more information. <p>Computer requirements:</p> <ul style="list-style-type: none"> • PC TiVo Desktop Software (free download at TiVo.com) • Mac Roxio software (http://roxiocentral.roxio.com/enu/offers/toast/toast-tivo.html?ta=r_tivo) • Certain recordings cannot be transferred!
<p>Transport to Portable Device</p> 	<p>Fill up portable devices for free — watch recorded programs anytime.</p> <ul style="list-style-type: none"> • PC run TiVo Desktop Plus software (upgrade software, \$25 at TiVo.com) • Mac requires Roxio® Toast Titanium (sold separately) • Recordings are transcoded to the correct size and file format for portable device • Supported formats include: iPod, iPhone, iPad, BlackBerry, Nokia N80, Palm Pre & Treo 650, Zune, Zune HD, VGA, H.264 compatible devices and MPEG-4 compatible devices • Sony PSP transfer requires additional steps (refer to page 7) • Certain recordings cannot be transferred!

Multi-Room Viewing



The freedom to watch shows on any network-connected TiVo in the house, regardless of where the program was originally recorded.

- Record a show on one TiVo DVR and watch it on another in the house
- Works with any broadcast recorded program, including HD content
- Pick-Up-from-Pause: TiVo knows where one unit paused a recording and will ask if the user wants to transfer from that point only
- Certain recordings will not transfer¹

¹Not all programs may be transferred using the Multi-Room Viewing or TiVoToGo™ features due to the use of copy protection mechanisms permitted to be applied to certain cable programming pursuant to the FCC's encoding rules (47 C.F.R. 76.1904).

Advanced Features

Online and Mobile Scheduling, Management and Control



Your customers can stay connected and manage their TiVo settings everywhere they go with online scheduling and stunningly beautiful apps for smartphones and tablet computers.

The TiVo App for iPhone and iPad offers the opportunity to control and manage one or multiple DVRs with a rich feature set accessible at home and while you travel. When you're at home, you can search, browse, schedule and share across social networks. When you're away, you can still schedule programs and manage your account.

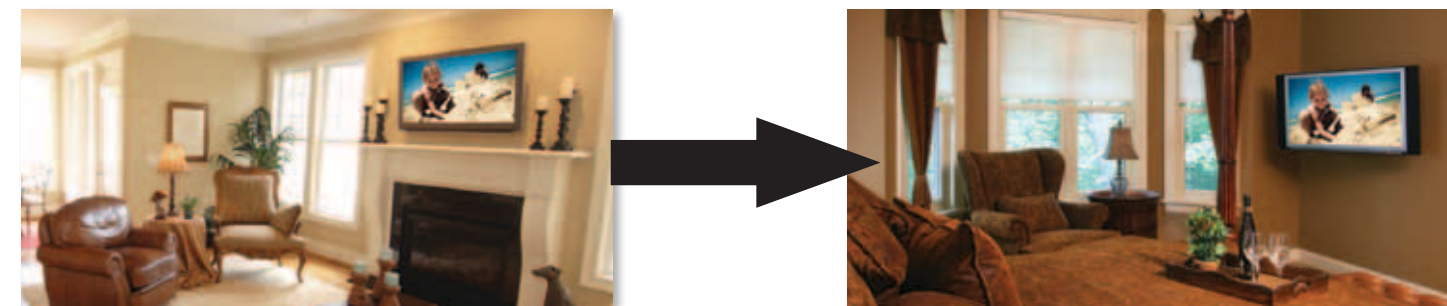
Mobile scheduling is also available via a specially configured web portal, which is available for most web-enabled smartphones, including the iPhone, Windows Mobile and Android, at m.tivo.com (access using the phone's browser).

With online scheduling, your customers will never miss a show! (See page 31 for requirements.)

Content Portability and Online Scheduling Like You've Never Seen

TiVoToGo™ Transfers, the Ultimate "Take it with You" Solution

Unique in the world of DVR technology, TiVo allows owners to transfer recordings to just about any portable device imaginable: laptops, iPhones, iPods, iPads, PSPs, BlackBerry, Palm devices, Zune, Android, Windows mobile phones and more! In just three steps, TiVo recordings can jump out of the box and onto practically any device you can carry with you. (See page 31 for requirements.)



Multi-Room Viewing

It happens to everyone — you start watching a show downstairs in the living room or theater room, and as the evening progresses, you start getting more and more tired. You think to yourself, "I wish I could just hit 'pause' and finish watching this upstairs in bed." Now you can! (See page 32 for requirements.)

When more than one TiVo DVR is installed in the house, transferring or streaming full or partial (paused) recordings between boxes is painless and easy. (See page 32 for requirements.)

The World's Only DVR that's THX® Certified for Audio and Video Quality



THX certification means customers can enjoy the gold standard in image and sound performance on their HDTV or home theater setup. Essentially, it ensures that the integrity of their high-definition content won't be compromised as they capture, store and playback HDTV programs and movies. They'll experience the crisp details, vivid colors and exceptional audio clarity that is true to the fidelity of the original broadcast source.

TiVo Premiere Elite (and TiVo Premiere XL) are in an elite category. Only the top performing sound and video products manufactured today can achieve the rigorous standards required for THX certification. The Premiere Elite and Premiere XL were subjected to grueling image and sound analysis and testing. These tests ensure accurate recording and playback of content with the correct color, contrast and black/white levels without softening the picture or producing digital artifacts. The end result? A sharp, precise and often breathtaking entertainment experience.

TiVo Premiere Elite and TiVo Premiere XL help you optimize image performance and sound fidelity with an easy-to-use calibration and tutorial video. In the "My Shows" folder you'll find the five-minute "THX Optimizer" video, which requires use of the THX Optimizer Blue Glasses you'll find included in your TiVo Premiere Elite or Premiere XL packing box. This process helps ensure you'll experience an uncompromised and truly unique HDTV experience.

Back It Up, Make It Yours



Store Recordings on Network Computers

Recorded programs can easily be transferred for storage onto a home computer via the network.* Once transferred, the user can watch the shows at any time with Windows Media Player on a PC or Roxio® Toast* on a Macintosh (sold separately). Those same shows can be watched on the TV again at a later date — the user just accesses the videos stored on the computer from the TiVo via the home network. For more information, please refer to page 31 regarding TiVoToGo™ Transfers.



Expandable Recording Capacity

If your customers don't think the 300 hours of HD recording space on the Premiere Elite, 150 hours on Premiere XL or 45 hours on Premiere is enough, there is an additional solution — the Western Digital My DVR Expander. This external drive plugs into the eSATA port on the TiVo box and adds 1TB of space — another 140 hours of HD recording time. For more information, please refer to page 27.



Link to a Media “Super” Server

Want even more storage space? Easily transfer music, photos and video content (subject to digital rights, of course) to HP MediaSmart server or Netgear ReadyNAS. This extends the available storage space to a virtually endless data warehouse, accessed through special menu items and software on selected HP and Netgear devices.

ROXIO® Make it Yours — Burn it to DVD

With the addition of special software from Roxio Easy Media Creator (Roxio Toast Titanium on a Macintosh), users can free up space on the TiVo box itself. As with TiVo-to-computer transference, some protected programs cannot be copied for DVD creation.

More information on this process can be found on page 31.

*Certain cable providers may flag certain channels and/or titles as unavailable for transfer. Media transfer subject to digital rights protections.

Home Control, Integration and TiVo



The TiVo Premiere box was engineered with the ability to easily integrate with popular control systems via IP or IR with a transmitter. By default, the feature that allows network devices to control the TiVo unit via IP is turned off to ensure network security. For more directions on how to turn this on and explore other aspects of this feature, please go to page 22.

Compatible control systems:



Important Default Setting

TiVo DVRs can be controlled by networked devices, such as Crestron home control systems. Beginning with version 9.4 of the TiVo software, this feature is turned OFF by default to ensure home network security. To enable this feature and turn it ON, do the following:

1. Go to TiVo Central > Messages & Settings > Settings > Remote, CableCARD & Devices > Network Remote Control
2. Choose “Enabled”
3. Press “Select”

These partner companies have control modules readily available. If your preferred control system does not have a module available, you can program one using the “TCP Remote Protocol” as a guide. You should already be familiar with the mechanics of opening and using TCP connections before using the protocol.

This whitepaper and all other important guides can be found on the TiVo website. Visit custom.tivo.com



DVR Features	Premiere /Premiere XL	Premiere Elite	Cable DVR*	Connected set-top boxes, Blu-ray, HDTV**
DVR functionality (record, pause, fast-forward)	●	●	●	×
HD recording capacity	up to 45/150 hrs †	up to 300 hrs	30 hrs	×
Full 1080p HD support	●	●	×	×
Tuners	2	4	1-2	×
Record & playback 3D content	●	●	●	×
Dolby Digital sound/THX-certified video & audio	●††	●	×	×
Entertainment Options:				
Combined multimedia search across TV & web	●	●	×	×
Intelligent recommendations	●	●	×	×
Search by keywords such as actor/director	●	●	few providers	×
TV/movies from Amazon Instant Video, Netflix, BLOCKBUSTER & Hulu Plus	●	●	×	limited †
Cable operator video on demand	in select areas	in select areas	●	×
Pay-per-view access	●	●	●	×
Music from Pandora®, Rhapsody®, Music Choice®	●	●	×	some †
YouTube™ videos & Internet podcasts	●	●	×	some †
See your photos & home movies	●	●	×	some †
Play your PC/Mac music library	●	●	×	some †
Scheduling, Management, Networking:				
Online/mobile scheduling	●	●	some †	●
2-way transfer with mobile devices	●	●	×	×
View shows on more than one TV	●	●	×	×
iPad®/iPhone® & other mobile device apps	●	●	some †	some †
Networking (wired/wireless)	Ethernet	Ethernet/MoCA	×	limited

Source Compatibility:

Compatible with cable/digital cable (Elite is compatible with digital cable only), HD antenna-ready (TiVo Premiere and Premiere XL only) and Verizon FiOS. Not compatible with ATT U-Verse or Satellite (Dish/DirectTV).

* As compared to Scientific Atlanta Explorer HD8300TM DVR and Samsung SMT-H3272 DVR.
 ** As compared to Apple TV, Roku, Boxee Box, Samsung Internet-connected TV & Panasonic Blu-ray.
 † Not all options available on all devices. Feature comparisons as of August 2011.
 ‡ Expandable to an additional 140 HD hours with eSATA hard drive (sold separately) www.tivo.com/expand.
 †† One or more of these devices may offer this feature.
 ††† All Premiere boxes are Dolby 1.5 certified. Premiere XL and Elite are THX video/audio certified.
 ‡ One or more of these features may be available, but not all of them.

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Installation and Applications

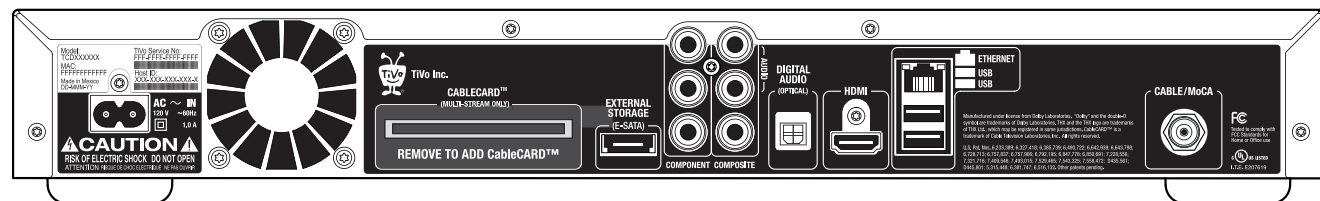
Now that we've covered a good portion of what separates TiVo boxes from the competition — especially the new TiVo Premiere boxes based on Series4 architecture — this guide is going to dig deeper into the actual installation of the TiVo box and the application of all those features covered in Part 1. If you need a refresher on each TiVo product and/or feature, a full glossary begins on page 26.

This and other supporting documents for your custom TiVo experience can be found online at custom.tivo.com.

You can enjoy incremental revenue from the installation and configuration of many of the TiVo box features. We've included a copy of a sample "Installation Proposal Form" at the end of this guide. Find an editable version at custom.tivo.com.



TiVo Premiere Elite



Connectivity – TiVo Premiere Elite

- USB 2.0 ports (2)
 - TiVo Wireless G Adapter
 - Switched digital tuning adapters
 - Phone line converting adapter
- eSATA port
 - Connection of TiVo — verified external hard drive (such as the Western Digital “My DVR Expander” drive)
 - Capacity of external drive is combined with internal drive but cannot be removed without losing all recorded programs
- Digital cable and MoCA
 - Digital cable requires the addition of an M CableCARD (multi-stream) supplied by customers’ cable provider
 - MoCA support
- CableCARD slot
 - Single M-Card™ (multi-stream card) enables dual-tuner recording capability of digital and HD channels

Inputs and Outputs

- 100M Ethernet Port for network and Internet connectivity or connection of TiVo Wireless N Adapter
- HDMI 1.3 for HD and 1080p output (including broadcast 3D at 1080i)
- Digital optical audio output
- Component video for HD output
- RCA: analog 2Ch audio and composite video

Mechanics and Internal Components (source)

- System chip: Broadcom BCM7413
- Processor core: 400MHz dual core MIPS32
- Memory: 512MB DDR2-800
- Memory interface: 1x64-bit DDR2
- Tuner RF IC: 2x Microtune MT2131
- Demodulator IC: Micronas DRX 3946J and/or Micronas DRX 3944J
- MPEG Encoder: NXP SA7164-CD
- Disk interface: SATA-2
- Factory capacity: 2 terabytes

Setup Out of the Box

Guess what? The TiVo interface allows for the bulk of the installation and setup to be done before you even take the TiVo DVR to the customer’s house. All you need to complete the bulk of the work is a broadband Internet connection — no cable signal necessary!

Before Going to Your Client’s House

Setting up the TiVo box at your business is often easier and with fewer distractions than doing it in your customer’s home. You just need some basic information — the customer’s zip code, cable provider and a list of premium channels to which they subscribe.

1. Connect TiVo box to TV via any video connection (HDMI, component, composite) and switch input on TV accordingly
2. Connect TiVo to the Internet via a wireless network (fast) or directly to the router/hub via the supplied Ethernet cable (faster)
3. Plug TiVo box into power source
4. The Guided Setup automatically launches
 - a. Select the resolutions your TV supports (in this case, your client’s TV), and set up network connectivity. Remember, you’ll be connecting via your personal/work network and will have to change these settings once you connect the machine at your client’s house.
 - b. Setup will ask specific questions to make sure the proper channel lineup is downloaded.
 - c. At some point, you’ll be prompted for CableCARD information. If don’t have a card yet or are not going to use one, follow the prompts to continue without a CableCARD. You shouldn’t need to run Guided Setup again after the CableCARD is installed.
 - d. The TiVo Premiere box will download software updates during Guided Setup and reboots to install the updates. After the reboot, Guided Setup will resume automatically. This process can take 1-2 hours to complete, depending on how many software and feature updates have occurred since the box was manufactured (a good reason to do all of this in advance).



Customizing TiVo Premiere for the Customer

Once this basic setup is complete, you'll be ready to personalize the TiVo Premiere box for your client. You'll be amazed how impressed the homeowner will be when you present him with a top-of-line source unit that is totally tailored to his viewing habits, subscriptions, networked photos and music and even his favorite baseball team.

Popular customizations you can set up in advance:

- Netflix®, Hulu Plus™, BLOCKBUSTER® On Demand, Amazon Instant Video: Set up the client's subscription for automatic downloads (you need customer credit card info and/or usernames/passwords for this step).
- Season Pass® Recordings: Schedule the TiVo Premiere to record all of your clients' favorite shows, from SpongeBob Squarepants to The Sopranos. You can even set Season Pass recordings for online video downloads, like Golf Tips.
- Wishlist® Searches: TiVo Premiere can record shows based on actors and actresses — so, if the customer is a huge Russell Crowe fan, imagine her delight when she sees an entire "Now Playing" list of his movies, talk show appearances and maybe even music videos.
- Play Favorites: TiVo has created some interesting categories in the "Browse TV & Movies" section called "Collections". These go far beyond the typical Comedy/Drama/Action categories and really dig into a person's interests. Mark some of these "Collections" as favorites and Premiere records without further prompting.



CableCARD FAQ

TiVo Premiere will support analog cable out of the box. A single M-Card™ (multi-stream CableCARD) adds dual-tuner recording of digital and HD cable channels.

Types of CableCARDs™: Multi-Stream and Single-Stream

TiVo Premiere houses one CableCARD slot for an M-Card™ located on the back of the DVR. In your upcoming installations, you may come across prior versions of TiVo DVRs. These came with two slots (hidden behind a door on the lower front of the DVR) for CableCARDs™ — the TiVo HD and HD XL could function with either one M-Card™ or two single-stream CableCARDs™ (S-Cards™), while the Series3™ could only function with two single-stream CableCARDs™. All major cable companies are mandated by federal law to provide the correct type of CableCARD decoders to cable subscribers upon request.



How Do I Get and Install a CableCARD?

Your customer will need to request a CableCARD from their cable company. Most will not issue or release the card without the customer's personal authorization, and some cable companies actually require that one of their technicians come to the home and install the card. However, many cable companies will simply hand over the card for customer installation. Remind the customer that they can actually return the old cable box or DVR and that the CableCARD rental fee, which ranges from free to \$11/month, is less expensive than the embedded cable box rental fee they are currently paying.

Activating the card:

1. With the TV on and the cable input connected to the TiVo box, insert the CableCARD into the CableCARD slot (with TiVo Premiere, it's on the back of the box).
2. When the decoder information screen appears, select "configure CableCARD" and then "CableCARD menu".
3. Call the cable company (if you haven't already) for card initialization — you'll need to provide them with the appropriate numbers from the configuration screen. Be sure to inform the cable company operator that you're activating a TiVo DVR.

CableCARD and Premiere Elite:

As with other Premiere models, a CableCARD decoder is required for your TiVo Premiere Elite DVR to receive any cable programming. The TiVo Premiere Elite is designed for use only with digital cable systems. It does not receive analog programming, including over-the-air, and will not work with an over-the-air antenna. Most of the largest cable providers have "digital simulcast" which means they rebroadcast all their analog channel programming on digital channels as well. This means that all or most of the programs available on analog channels are also available on digital channels when a CableCARD is inserted. Therefore, if your provider has "digital simulcast" and rebroadcasts all of its programming in analog, you will not miss any of your cable channel programming with a TiVo Premiere Elite. If you are unsure whether your cable operator's service provides digital simulcast of all analog programming, please contact your provider to determine whether it offers all-digital or digital simulcast service. If you plan to relocate to a new area or change your video service provider, please contact your new provider to determine whether it offers all-digital or digital simulcast service for all of its analog programming.

Things to know: Digital Simulcast

What is it?

As cable operators make the move to all-digital networks, most operators – large and small – are taking an interim step which enables them to offer new services to digital subscribers while continuing to meet the needs of current analog subscribers.

The TiVo Premiere Elite requires a digital signal to receive all channels and doesn't have an analog tuner.

What You Need to Know

To determine if the client has digital simulcast isn't always easy. Sometimes even the customer support personnel at the cable company can't answer the question. Here's a basic question to ask to help determine the answer: "Can I watch channels 2 through 99 on an old fashioned analog TV?" If the answer is YES, then it can be assumed that they **don't have** digital simulcast. If the answer is NO or something like "you can only watch channels 2-33 on an old fashioned TV", ask if there is an available DTA (Digital Terminal Adapter), which clients can hook up to an old-fashioned TV and receive channels 2-99. If the answer to the DTA question is YES, then there is digital simulcast, and if the answer is NO, there is no digital simulcast.

Things to know: Switched Digital Video

Switched Digital Video (SDV) is a new technology allowing cable providers to expand programming received by sending certain channels to the customer's home only when those channels are requested. Not all cable providers use SDV, and many are only using it on a regional basis. However, integrators should be prepared on how to incorporate this technology if necessary.

How can I find out if the cable provider uses SDV?

If the installation includes a TiVo Premiere, TiVo HD or Series3™ box with a CableCARD(s), you could see a blank screen on a number of test channels — this is the most obvious indicator. You may wish to contact the cable provider yourself to find out if the company currently uses this technology or if it plans to initiate the technology anytime soon.

The Solution: Tuning Adapters

A tuning adapter is a small set-top box that provides 2-way capabilities so the TiVo DVR can transmit channel requests to the cable head-end. (Does not support cable VOD.) You'll need to ensure the tuning adapter is compliant with the CableCARD(s) issued for the customer. The good news is that tuning adapters are provided by the cable company free of charge.

For more information about connecting an adapter to the TiVo DVR, please visit www.tivo.com. Specifics regarding installation for this and other features are available for download.

Beyond DVR: Setting Up All the Good Stuff for Your Client

What makes TiVo different from other generic DVRs is the exceptional high-definition interface and entertainment options using network capabilities, including:

It All Starts with the Network Connection

- Instant streaming from Netflix®
- YouTube™
- Multi-room viewing
- Moving programs to portable devices
- BLOCKBUSTER®, Amazon Instant Video
- Transferring programs within the network
- Music/video/picture streaming over the network
- And more!

Sure, the TiVo Premiere functions as a cable box once the cable input is plugged in, but that's not why you're installing it. The TiVo Premiere box is the essential source unit, providing a huge assortment of features to the customer... nearly all of which rely on a high-speed network connection.

Connecting to the network via an Ethernet cable is remarkably easy and will not be covered here. However, connecting via a wireless network takes a few steps. What you'll need to make it happen:

Installer's Networking Checklist:

- Wireless adapter — TiVo Wireless G Adapter for a network using a B/G router or a TiVo Wireless N Adapter if the home is on a newer N-speed router.
- Network name — Many neighborhoods will have multiple networks from which to choose, so you'll need to know exactly which network belongs to your client.
- Wireless encryption key — This is the network password for protected networks. If the customer does not know it, you'll need to access the router settings to find this information.
- MAC address filtering — If this is enabled on the router, you will need to add the MAC address of the devices to your router settings. For the TiVo Wireless G Adapter, you just need the MAC address from the adapter. For the TiVo Wireless N Adapter, you need both the adapter and TiVo box MAC addresses.

Once you have all of the above, connecting to the wireless network via the guided setup should not be difficult.

Connected to the Network. Now What?

Congratulations, we're almost there! You'll be surprised by how fast the rest of this process goes.

- Log in to the client's TiVo account (www.tivo.com) using the provided email address and password.
 - Name the DVR(s) on the network for easy identification.
 - Set DVR(s) preferences — specify which boxes in the network are allowed to transfer programs with other TiVo boxes and/or with the computer (you'll check "Allow Transfers" and "Enable Video Downloads").
- Install TiVo Desktop software on a computer or multiple computers on the network.
 - Link to client's TiVo account with email address and password.
 - Enter the media access key (found within the settings of any networked DVR and/or the client's TiVo account online at Tivo.com).
 - Enter license key for TiVo Desktop Plus software (sold separately) to enable TiVoToGo™ functionality.
- Enable home network applications (setting listed at the bottom of the "Music, Photos, Products & More" options on Series3™ or "Showcases & Extras" on Premiere) — just follow directions to add the app.

Proposal Form

TiVo products represent a good opportunity for you to provide value-added services. The sample proposal form below will help you see how. A fully editable version of this document is available on custom.tivo.com.

TiVo® Installation Proposal

Basic Set Up
Hardware Configuration of TiVo Box
 Pick up CableCARD™ (if applicable) \$ _____
 Hardware installation \$ _____
 Run "Guided Set Up" \$ _____
 Connect to home network \$ _____
 Program intelligent remote control \$ _____
 Integration with home automation systems \$ _____
 Set up iPhone®/iPod Touch®/iPad™ control \$ _____
 Set up Season Passes to favorite programs \$ _____
 Set up Wish List searches \$ _____

TiVo Desktop Software
Install TiVo Desktop Software
 Software installation (per PC) \$ _____
 Map photo, home movie & MP3 folders \$ _____
 Set up auto-transfer of favorite shows \$ _____


Upgrade to Desktop Plus Software (enables TiVoToGo™)
 Software installation (per PC) \$ _____
 Set up transfer to portable devices (iPod®, PSP, PMP, etc.) \$ _____

Online Services
Set Up and Link to Video on Demand Services
 Amazon Instant Video \$ _____
 BLOCKBUSTER® On Demand \$ _____
 Netflix® Watch Instantly \$ _____
 YouTube™ & Web videos \$ _____
 Hulu Plus™ \$ _____

Set Up and Link to Music Services
 Rhapsody® \$ _____
 Live365 \$ _____
 Pandora® \$ _____

Customer Education
 TiVo Quick-Start Orientation \$ _____
 Mobile Scheduling \$ _____
 Broadband Services \$ _____

TOTAL \$



Customer: _____ Date: _____
 Email : _____ Phone: _____

Guided Tour

Now that TiVo Premiere is connected to the network and the computer(s) have been configured with TiVo Desktop software, all the amazing features that set the TiVo service apart from the competition are ready to explore and control.

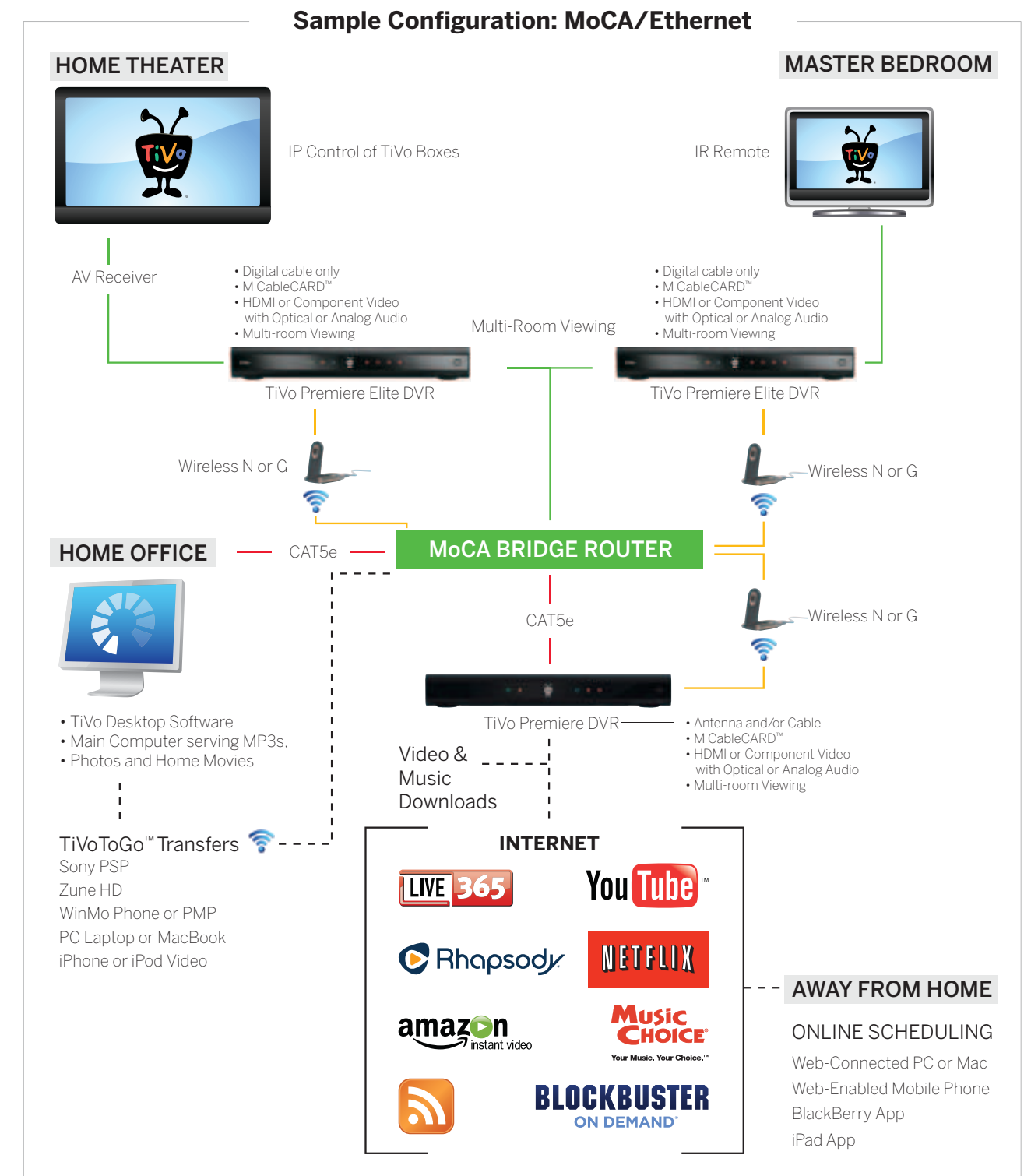
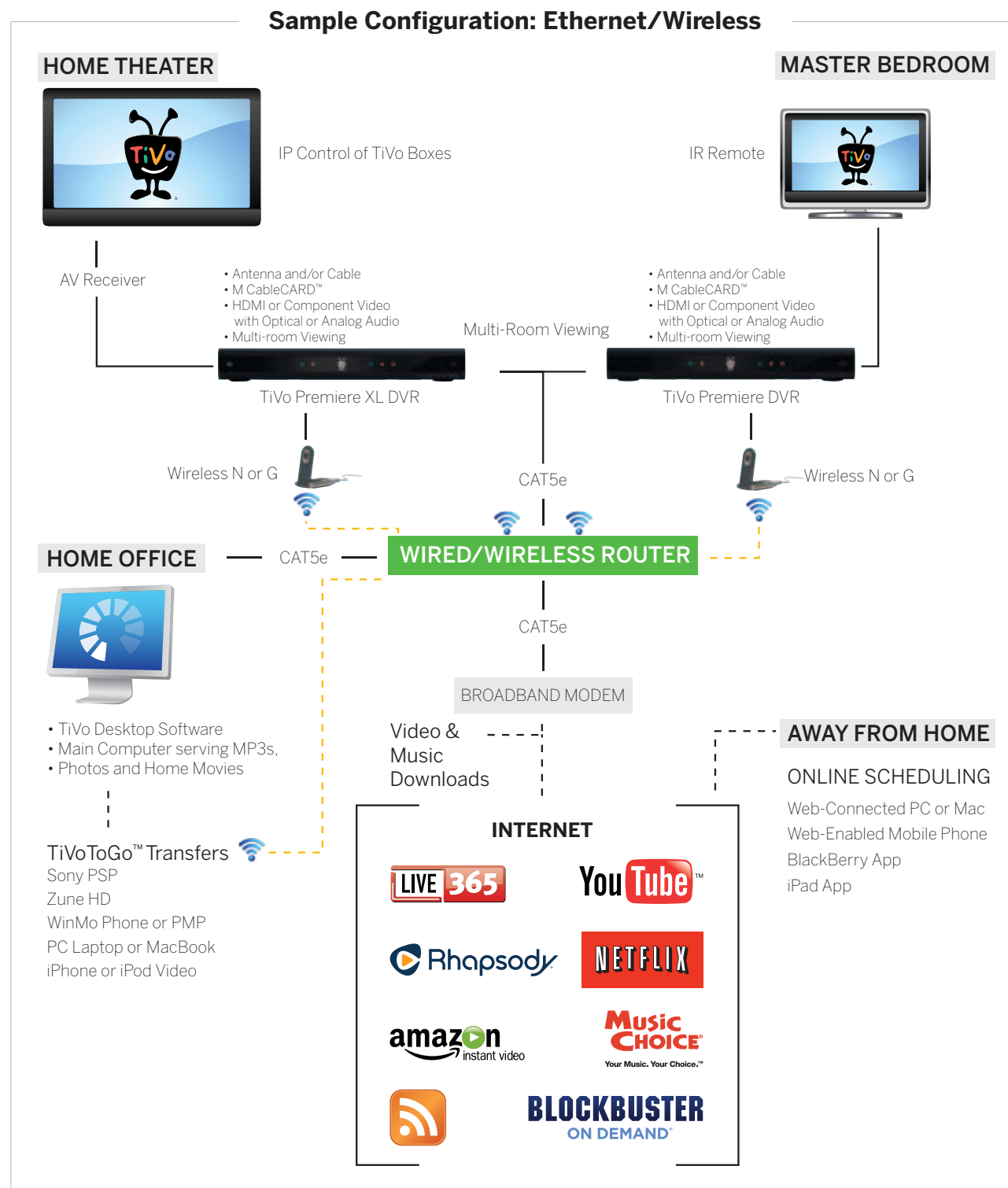
On every new TiVo box, you'll also find a folder in "My Shows" called "TiVo Premiere Tours" that contains some cool and educational videos to guide your customer through the top-line features of the box. These videos appear automatically when the box is activated and can be deleted by the customer.

A copy of the TiVo Premiere brochure that describes many of the features is available for download from custom.tivo.com, or you can request hard copy brochures from TiVo's marketing department.



Networked System Illustration





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TiVo Product Information

Year after year, TiVo continues to innovate with the best DVR boxes in the industry. Below, you'll see both new and old boxes. You'll probably see both in the field during at least some installs, and we want integrators to understand the different feature sets and installation parameters of each.




TiVo DVR Boxes

Products	Premiere Elite 	Premiere XL 	Premiere 	TiVo Series 3  Discontinued
Release	Fall 2011	Spring 2010	Spring 2010	Summer 2008
Memory	2TB	1TB	320GB	up to 1TB
Recording Time	300 hours HD 2,200 hours SD	150 hours HD 1,100 hours SD	45 hours HD 360 hours SD	150 hours HD 1,100 hours SD
THX Certified	Yes, Audio & Video	Yes, Audio & Video	No	Yes, Audio & Video
Tuners	4, with 1 multi-stream CableCARD	2, with 1 multi-stream CableCARD	2, with 1 multi-stream CableCARD	2, with 1 multi-stream or 2 single-stream CableCARD(s)
Remote	Enhanced Glo remote	Enhanced Glo remote	Enhanced remote	Standard Glo remote
User Interface	Series4-1080p	Series4-1080p	Series4-1080p	Classic
External Expansion	eSATA, up to 1TB	eSATA, up to 1TB	eSATA, up to 1TB	eSATA, up to 1TB
ATSC Support	No	Yes	Yes	Yes
Network & Connection	10/100Mbps Ethernet; MoCA	10/100Mbps Ethernet; phone line connection requires adapter	10/100Mbps Ethernet; phone line connection requires adapter	10/100Mbps Ethernet; phone line connection provided
Output Resolution	Upconverts broadcast to 1080i; 1080p capable for download content	Upconverts broadcast to 1080i; 1080p capable for download content	Upconverts broadcast to 1080i; 1080p capable for download content	Upconverts to 1080i
Broadband Required	Yes, wired or wireless	Yes, wired or wireless	Yes, wired or wireless	Yes, wired or wireless
Source	Digital cable only	Analog/Digital cable, ATSC (antenna)	Analog/Digital cable, ATSC (antenna)	Analog/Digital cable, ATSC (antenna)

TiVo Network Adapters

Products	Wireless N Adapter 	Wireless G Adapter 
Release	Spring 2010	Ongoing
Supports	All dual-tuner TiVo boxes (Series2™, Series3™, HD, HD XL, Premiere and Premiere XL)	All dual-tuner TiVo boxes (Series2™, Series3™, HD, HD XL, Premiere and Premiere XL)
Speed	Up to 300Mbps, uses either 2.4 or 5.0Ghz frequency	Up to 54Mbps, uses 2.4Ghz frequency
Range	230 ft indoors	125 ft indoors

Accessories

Products	TiVo Glo Premium Remote 	TiVo Slide Remote 	Western Digital "My DVR Expander" Hard Drive 		
Release	Ongoing	Release	Summer 2010	Release	Ongoing
Learning Capable	Programmable to control power, input, volume and mute on TV and AV Receiver	Learning Capable	Programmable to control power, input, volume and mute on TV and AV Receiver	Storage Capacity	500GB drive, 60 hours HD or 300 hours SD 1TB drive, 120 hours HD or 600 hours SD
Keys	Backlit for readability in darkened room. Features new "A, B, C, D" keys for TiVo Premiere added functionality	Keys	Features full QWERTY keyboard that slides out from base of remote. Backlit for readability in darkened room	DVR Status	TiVo DVR needs to be running 9.2 software or later
Finish	Gloss black	Supports	Series3™ and Series4 DVRs	Supports	Series3™ and Series4 HD DVRs, plugs into eSATA port
Connectivity	Infra-red	Connectivity	Connects via included Bluetooth adapter	Important	Removing the drive after installation results in the loss of all recorded programming, including the content stored on the internal drive

For More Information:

TiVo Premiere, TiVo Premiere XL: tivo.com/premiere

TiVo Premiere Elite: tivo.com/elite

Custom installer resources (including forms, case studies, spec sheets and more): custom.tivo.com

Logos, downloadable brochures and more: tivo.com/resources and/or tivo.com/retail

TiVo support: support.tivo.com

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