



SALES AND INSTALLATION GUIDE

TiVo® Premiere

TiVo® Premiere XL

TiVo® Premiere XL4



For additional information visit:
custom.tivo.com

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INTRODUCTION

Much more than a DVR, TiVo boxes are the ultimate source for content and connectivity.

This sales and installation guide has been created to show the features and benefits of TiVo® products as part of a 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®, Hulu Plus, 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 **AUTOMATION & 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 XL4) , 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 XL4) 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. XL4 (2 TB storage for up to 300 hrs. of HD or 2,200 hrs. of SD recording), Premiere (500GB, 75 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 XL4) 	<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, and CableCo On Demand* 	<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/Multi-room streaming** 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

*Available from cable providers in some markets. Contact the cable company for information.

**Multi room streaming available only on TiVo Series4 products (Premiere, Premiere XL, Premiere XL4)

More Unique TiVo Features!

Unlike 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 “Two and a Half Men” 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. For satellite customers, contact DIRECTV for their TiVo® HD DVR from DIRECTV. Some cable companies now support CableCo on demand services in some markets. TiVo is not compatible with AT&T U-verse. Additional fees may apply for streaming or downloading third party content, such as Netflix.

TIVO CONTENT SOURCES – BEST AVAILABLE






TiVo Video: 100,000+ Movies and Shows

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>Additional Subscription Required</p> 	<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 XL4, 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>No Subscription required</p> 	<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 XL4, 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>Additional Subscription Required</p> 	<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 XL4, 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>Additional Subscription Required</p> 	<p>Some cable companies also allow TiVo boxes to receive their On Demand content. In those markets:</p> <ul style="list-style-type: none"> • On Demand content is integrated into TiVo Search • On Demand content can be tagged for Season Passes and automatic recordings <p>Contact the local cable company to find out if this is an option for your customers.</p>
<p>Additional Subscription Required</p> 	<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 XL4 boxes • Content is available for instant viewing in HD • Unlimited viewing is just \$7.99 with limited advertising
<p>Web Video Downloads</p> 	<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 XL4, 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

Music Content

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.

<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 XL4, 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 XL4, 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 XL4, 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 XL4, 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>Your Music. Your Choice.™</p>	<p>Music Videos on Demand (Free to TiVo owners)</p> <ul style="list-style-type: none"> • Supported on Premiere, Premiere XL, Premiere XL4, 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 XL4, 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 XL4, 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 XL4, 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



TIVO SERVICES: CONTROL, SCHEDULE AND MANAGE CONTENT 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, Management

<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 TiVo App for iOS (Apple) and Android based smartphones and tablets.</p> <ul style="list-style-type: none"> • Schedule recordings remotely • Accessible with any web-enabled phone through any network, regardless of carrier • Remote Control via WiFi, browse and schedule without interrupting programming on your TV • 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?tla=r_tivo)• Certain recordings cannot be transferred¹
<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• Certain recordings cannot be transferred¹

Multi-Room Viewing

	<p>The freedom to watch shows on any network-connected TiVo in the house, regardless of where the program was originally recorded.</p> <ul style="list-style-type: none">• 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
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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).

Multi-Room Streaming

	<p>Stream media from one Premiere box to another located on the same home network.</p> <ul style="list-style-type: none">• Start recording a show in one room and finish it in another.• Works with all types of recordings.• MoCA compatible
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ADVANCED FEATURES

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 XL4 (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 XL4 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 XL4 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 XL4 or Premiere XL packing box. This process helps ensure you'll experience an uncompromised and truly unique HDTV experience.

TWO THINGS YOU PROBABLY DIDN'T KNOW...

Priority Access to Software downloads	<p>TiVo software updates are free and automatically download to the DVR as they become available. Normally, it can take up to 4 weeks for every eligible box to receive the latest software. If you or your clients want to receive your upgrade early, enter your TiVo Service Number (TSN) at tivo.com/priority and skip to the front of the line!</p> <p>You are eligible for an early upgrade if:</p> <ul style="list-style-type: none">• You are a TiVo Authorized Reseller or TiVo retailer• You have a TiVo Premiere series DVR (TiVo Premiere, Premiere XL, Premiere XL4)• You are a TiVo retail customer (e.g., you did not get your TiVo box through your cable company).
RSS access to web video and audio content	<p>A TiVo® box is an all-access pass to millions of web videos, free music videos and thousands of professional and amateur webcasts brought right to your TV. In addition to YouTube, a TiVo box makes accessing the most popular, or your most favorite, video podcasts easy. You can enter your own RSS feed URL to play your favorite web videos on your TV.</p> <p>On your TiVo box, go to TiVo Central > Video On Demand > Browse web videos > Custom RSS Feeds. The Custom RSS Feeds feature allows you to enter addresses of video podcasts published via RSS (Really Simple Syndication).</p> <p>Visit this link for more info: http://www.tivo.com/mytivo/product-features/web-on-tv/internet-videos-on-tv/custom-rss-feeds.html</p>

Make Money on a Cable Box?

The company's one-box cable solution aggregates multiple media platforms into an easy-to-use product that reduces reliance on service provider hardware.

ONE OF THE MOST COMPELLING ELEMENTS OF THE TiVo product line is its ability to aggregate multiple sources of media. With a TiVo device, consumers don't have to lease a generic cable box, and they don't need to own a media server and streaming media device to pull content from the Internet.

"TiVo is the only cable- and antenna-capable DVR that's



The smart cable solution that makes you money.

connected to the Internet. It's the only box that brings broadcast content and all the entertainment available from leading video-on-demand [VOD] partners like Netflix, Hulu Plus, Amazon and Blockbuster all together with one integrated search, all on one box," says Bard Williams, Director, Retail Marketing. "TiVo also integrates flawlessly with custom installations with support for control systems, network integration [video file transfer] and access to control and manage the experience through iPads and iPhones."

According to Williams, cable operators now offer self-install of cableCARDs and some offer credits for non-cable company hardware, which supports an electronics professional's ability to utilize a TiVo product and eliminates the need for a cable company box. "This also saves the client and installer from scheduling, waiting and paying for the cable company to arrive," he notes. "The fact is, if the installer doesn't sell TiVo with a home theater installation, the customer will get it from the cable company. Wouldn't you rather sell the box?"

Tying all of the benefits of TiVo into a concise sales presentation can be daunting for even the most experienced custom installer, but there are key points to engage their clients.

Foremost, Williams says, is that while consumers may have a brand awareness of the company, but many aren't aware of TiVo's latest technologies. "Most don't realize that TiVo's hardware and software have evolved," he says. "The current version offers vastly more storage space, a very powerful integrated search that brings results from broadcast and cable TV, as well as major providers like Netflix and Amazon, on one screen. And boxes can be networked to provide a multi-room whole-home solution.

"Demonstrating a simple search for a program like *The Office*

shows results on broadcast and broadband — from the current episode all the way back to the very first show. This is a great illustration of the ease of finding what you want to watch, when you want to watch it. TiVo has also grown as a network client. It offers the ability to transfer [depending on digital rights] shows across the network for storage or easy access, and options for remotely managing and controlling the content you want to watch through mobile devices like smartphones and tablets, and on the web."

So will you introduce the smart cable solution, or give the hardware revenue to the cable operator? ■

To become an authorized TiVo reseller, visit tivoreseller.com.

Installer/Reseller tech support: 888-921-8486

For information and support designed especially for custom integrator/distributor, visit custom.tivo.com.

Your customers deserve the best. Step them up to the Smart cable solution.

Looking for a brilliant way to seamlessly integrate broadband entertainment from Netflix, Hulu Plus™, YouTube™ and Pandora® with the best of TV?

Check out the world's first Smart DVR, the TiVo PremiereXL. It's the ultimate entertainment source for every system.

Learn more at custom.tivo.com.



Smart DVR | Brilliant TV

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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 9 regarding TiVoToGo™ Transfers.



Expandable Recording Capacity

If your customers don't think the 300 hours of HD recording space on the Premiere XL4, 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.



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.



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.

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

HOME AUTOMATION AND CONTROL



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.

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**

TiVo® Premiere vs. Cable DVRs



DVR Features	Premiere /Premiere XL	Premiere XL4	CableCo DVR*
DVR functionality (record, pause, fast-forward)	●	●	●
HD recording capacity	up to 75/150 hrs ‡	up to 300 hrs	60 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 & Hulu Plus	●	●	×
Cable operator video on demand	in select areas	in select areas	●
Pay-per-view access	●	●	●
Music from Pandora®, Rhapsody®, Music Choice®	●	●	×
YouTube™ videos & Internet podcasts	●	●	×
View your photos & home movies	●	●	×
Play your PC/Mac music library	●	●	×
Scheduling, Management, Networking:			
Online/mobile scheduling	●	●	some†
2-way transfer with mobile devices	●	●	×
Stream or transfer shows between rooms**	●	●	×
iPad®/iPhone® & Android device apps	●	●	some†
Networking (wired/wireless)	Ethernet	Ethernet/MoCA	×

Source Compatibility:

Compatible with cable/digital cable (XL4 is compatible with digital cable only), HD antenna-ready (TiVo Premiere and Premiere XL only) and Verizon FiOS. For satellite customers, contact DIRECTV for their TiVo® HD DVR from DIRECTV. Some cable companies now support CableCo on demand services in some markets. TiVo is not compatible with AT&T U-verse.

* As compared to Scientific Atlanta Explorer HD8300TM DVR and Motorola DCX 3400M DVR.
 ** Room to room streaming services available only on and between TiVo Premiere (Series4) boxes.
 ‡ Other TiVo boxes allow progressive download of some content between boxes.
 † 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 XL4 are THX video/audio certified.

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Install Guide – Part 2

INSTALLATION AND APPLICATIONS

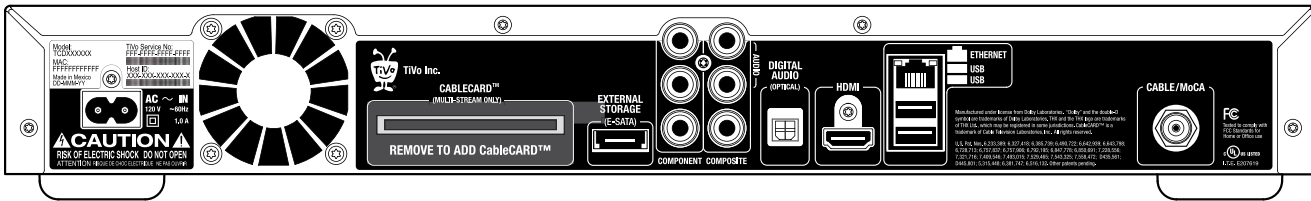
Now that we've covered a good portion of what separates TiVo boxes from the competition — especially the new TiVo Premiere boxes based on Series4 architecture — this guide is going to dig deeper into the actual installation of the TiVo box and the application of all those features covered in Part 1.

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 XL4



Connectivity – TiVo Premiere XL4

- 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™, 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.



? ABOUT MOCA

What is it?

MoCA stands for Multimedia over Coaxial Alliance. Like Ethernet, MoCA transfers digital content and information, but uses a coaxial cable to do so. If you cannot access an Ethernet port near the DVR, you can use the same coaxial cable that brings the cable signal to your DVR to connect to your home network.

Important: An optional MoCA POE (point of entry) filter is recommended to secure any MoCA-enabled network in your home.

TiVo Premiere/XL DVRs: To stream content using MoCA between two or more Premiere or Premiere XL DVRs, you'll need an Ethernet MoCA bridge for each box as well as a coaxial cable.

TiVo Premiere XL4 DVRs: TiVo Premiere XL4 DVRs are already MoCA-enabled because they have a built-in MoCA bridge. This means that you can create a connection between two Elites using just a coaxial cable.

CABLECARD REQUIREMENTS

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 XL4:

As with other Premiere models, a CableCARD decoder is required for your TiVo Premiere XL4 DVR to receive any cable programming. The TiVo Premiere XL4 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 XL4. 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.



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 XL4 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.



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 /Multi-room streaming
- Moving programs to portable devices
- HULU PLUS, Amazon Instant Video
- Transferring programs within the network
- Music/video/picture streaming over the network
- TiVo App for iOS, Android smartphones and tablets

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.
- Prepare mobile devices like iPad, iPhone and Android tablets with free TiVo App (downloadable from iTunes store or Android Marketplace)

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™

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

Customer: _____

Date: _____

Email : _____ @ _____

Phone: _____

TAKE A VIDEO 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.

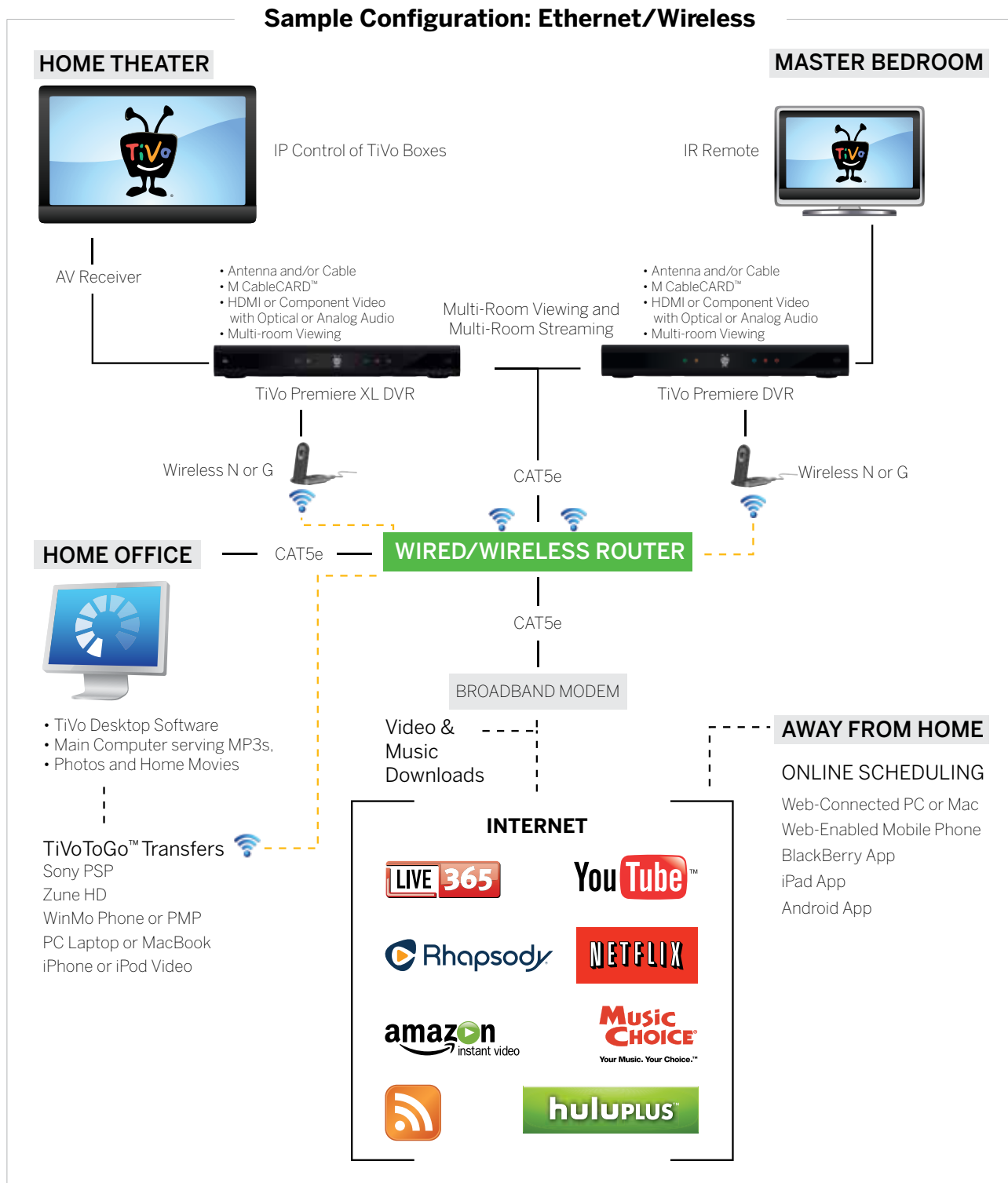
A copy of the TiVo Premiere brochure that describes many of the features is available for download from custom.tivo.com, or you can request hard copy brochures from TiVo's marketing department.



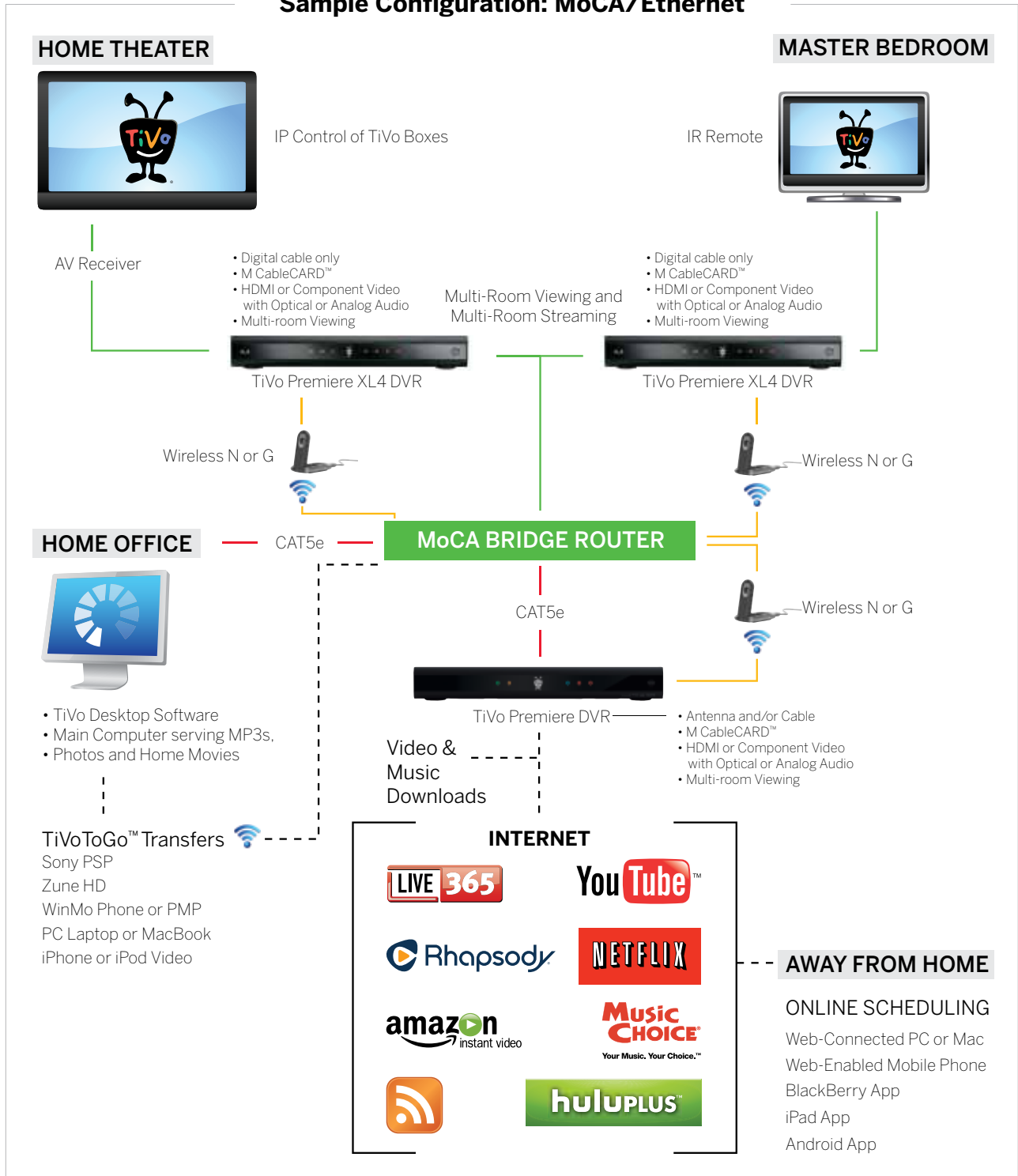
TiVo Network & Connectivity Illustrations – Part 3

NETWORKED SYSTEM ILLUSTRATION

This document is not to be copied or distributed to any third parties.



Sample Configuration: MoCA/Ethernet







Products – Part 4

TIVO PRODUCT INFORMATION

Year after year, TiVo continues to innovate with the best DVR boxes in the industry. Below, you'll see the entire TiVo Premiere family and the most recent last-generation box. 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 XL4[†] 	Premiere XL 	Premiere** 	TiVo Series 3  Discontinued
Release	Fall 2011	Spring 2010	Spring 2012	Summer 2008
Memory	2TB	1TB	500GB	up to 1TB
Recording Time	300 hours HD 2,200 hours SD	150 hours HD 1,100 hours SD	75 hours HD 500 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 Premiere and all TiVo DVRs require TiVo service. TiVo service is available either as a small monthly fee or as a "Product lifetime" which allows one payment to cover the life of the box. Multi-system discounts are also available.




**Earlier TiVo Premiere models have 320GB drives and support recording of up to 45 minutes of HD content.

† TiVo Premiere XL4 is identical to TiVo Premiere Elite.

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
Supports	Series3™ and Series4 DVRs	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 XL4	tivo.com/XL4
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 online support	support.tivo.com
TiVo forums	tivoportal.tivo.com
Apply to become a TiVo Authorized Reseller	tivoreseller.com
TiVo Reseller tech support	888-921-8486

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