

RDK for Non-Engineers



Seeing beyond the tech-talk via
Before-and-after use cases

Who's In RDK?

More than 180 licensees

15+ MSOs Including:



Kabel Deutschland

Leading OEMs including:



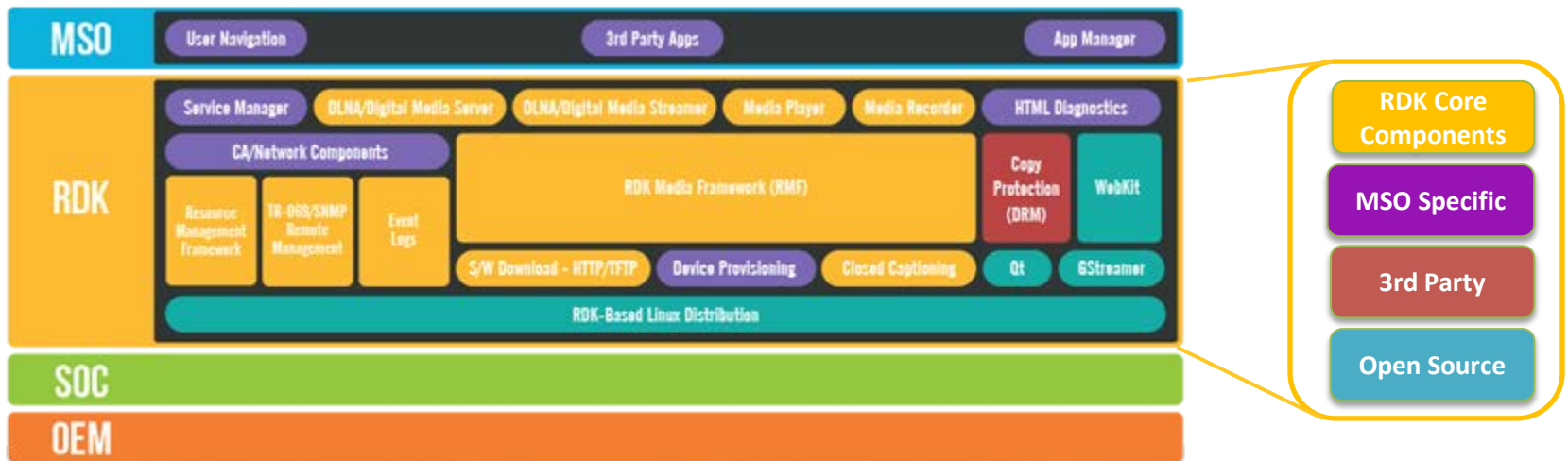
Leading Silicon including:



Dozens of Software/System Integrators including:



Engineers See This



The 2 Reasons Why RDK Matters

A blurred photograph of a busy office hallway with people walking. The image is intentionally out of focus to convey a sense of motion and activity.

1 – Transparency

2 – Independence

Product Development Before RDK

1 big code drop per year

Feature “asks” done 1 year in advance

50+ features per drop

Product Development After RDK

Weekly code drops
Feature “asks” done weeks in advance
A few features per drop

RDK takes the “glacial” out of “time to market”

Navigation Before RDK



Choosing a navigation system/guide
was “betting the farm”
– a multi-year decision.

Navigation After RDK

**Quickly maneuverable navigation.
“Fail quickly, move on.”
Low cost of failure.**

RDK is what's fueling Comcast's X1/X2 rollout

Coding Resources Before RDK

Cable's technology suppliers are great!

**But compared to the coding resources
in the larger "IP" landscape...**

Coding Resources After RDK



More eyeballs on code =

Faster fixes, faster features

**Soliciting cable-specific hardware limits growth.
Why not leverage a worldwide resource?**

Troubleshooting Before RDK

Something Goes Wrong.

Call vendor to discuss problem.

Get new giant blob of code.

Cross fingers & hope.

Troubleshooting After RDK

Something Goes Wrong.

See for yourself – look into code.

Fix it yourself – in hours.

RDK makes it easier to *fix* than *prevent*.