



FEATURES

- **Impulse ordering**
- **Increased revenue opportunities**
- **Telephone network return path**
- **Subscriber selected access code**
- **Programmable credit limit**
- **Field upgradable**

The Motorola STARFONE unit allows one-way addressable systems to offer impulse pay-per-view events using IMPULSE® 7000 Series addressable terminals. STARFONE is the cost effective way to expand from one-way addressability to a two-way communications network. STARFONE is packaged as an internal module for IMPULSE 7000 Series terminals. The STARFONE IPPV system employs the cable system for downstream communications to subscribers' homes and a telephone return path for upstream communications. The store-and forward technology used in the STARFONE system permits instant authorization of subscriber terminals while a programmable credit limit enables operators to restrict the maximum purchase limit for each subscriber. After the subscriber has keyed in a purchase, the information associated with the event, including service code, date and time, is automatically stored in the tamper-resistant, non-volatile memory. A Motorola addressable controller collects this data from the addressable terminals and periodically transfers the information to the billing computer. STARFONE, with its impulse pay-per-view capability, offers a new source of revenue for one-way addressable operators without incurring the costs of installing a two-way distribution plant.

IMPULSE PAY-PER-VIEW

Subscribers can choose programming before, during or even after an event has begun according to system operator wishes and without the direct intervention of the cable operator. This reduces system operating costs, while offering new ways to increase system revenues.

INCREASED REVENUE OPPORTUNITIES

In addition to impulse pay-per-view, STARFONE allows one-way addressable system operators to offer other services such as shop-at-home.



TELEPHONE NETWORK RETURN PATH

By employing the existing telephone return path for upstream communications, the STARFONE system reduces overall operating expenses. STARFONE helps an operator avoid the cost of return data electronics and is also less expensive to maintain than a two-way distribution plant.

SUBSCRIBER SELECTED ACCESS CODE

A unique subscriber access code eliminates unintentional purchase of events while the LED display tells the subscriber when an event is available for purchase.

PROGRAMMABLE CREDIT LIMIT

A credit limit programmed into each subscriber's terminal helps control accounts receivable and protects system revenues by denying purchases to subscribers who have exceeded their credit limit.

FIELD UPGRADABLE

An economical add-on unit, compatible with the IMPULSE 7000 Series, the STARFONE IPPV system allows operators to upgrade one-way addressable systems to two-way capabilities without replacing existing equipment.

Specifications

**Analog Set-Top Terminals Impulse Modem[STARFONE®]
SF-T: STARFONE FOR IMPULSE® 7000, ALL MODELS**

RETURN PATH DATA	SF-T
Baud Rate	300 Baud/8-BIT
	Bell 103 Compatible
	Full Duplex (originate only)
Data Security	Encrypted Data With Password
Dialing	Automatic Pulse Dial up to 11 Digits
Data Storage	Up to 63 Transactions
Storage Mechanism	Tamper-resistant RAM
Security	Time-out if Purchases Uncollected
	VLSI Technology
	Tamper Evidence
Access Code	4-Digit Subscriber Selected from Terminal
Connections	Electrical: Ribbon Cable
