



FEATURES

- **Impulse pay-per-view**
- **Increased revenue opportunities**
- **Unique subscriber access code**
- **Event available indicator**
- **Programmable credit limit**
- **Field upgradable**

The Motorola STARVUE unit is an impulse pay-per-view transmitter for two-way cable systems using IMPULSE® 7000 Series addressable terminals. STARVUE allows subscribers to authorize events by simply pressing a series of keys on their remote control units. Subscribers may optionally assign four-digit codes which must be keyed in before any events are authorized, thereby preventing unauthorized or unintentional purchases. The unit is an internal module in the IMPULSE 7000 Series. When the subscriber has keyed in a purchase, the information associated with the event, including service code, date and time, is automatically stored in the terminal's tamper-resistant memory. The STARVUE unit then periodically returns this information upstream to the Addressable Controller for processing. After the information is collected and verified by the controller, it is periodically transferred to the billing computer. STARVUE can also handle opinion polling. Subscriber polling can be used to identify the specific subscriber or simply the specific response selected. This allows the cable operator to offer shop-at-home or normal opinion polling data gathering.

IMPULSE PAY-PER-VIEW

Last-minute subscriber authorization of pay-per-view events without cable operator intervention reduces system costs while increasing revenue opportunities.

UNIQUE SUBSCRIBER AUTHORIZATION

Allows the subscriber to enter a unique code, eliminating the unintentional selection of pay-per-view events.

FIELD UPGRADABLE

Provides flexibility to start with a one-way addressable system and expand to a two-way addressable system with the IMPULSE 7000 Series addressable terminals, while retaining the original investment.



EVENT AVAILABLE MESSAGE

Provides positive feedback to the subscriber when tuned to an impulse event and when purchasing the event. This feedback minimizes subscriber confusion.

PROGRAMMABLE CREDIT LIMIT

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

INCREASED REVENUE OPPORTUNITIES

Through the use of opinion polling and limited shop-at-home capabilities, STARVUE offers new flexibility for creative marketing approaches.

Specifications

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

UPSTREAM PATH DATA	
Computer Selected Frequencies	8.3 MHz to 10.4 MHz with 100 kHz resolution
(Only 2 Frequencies are Needed for any System)	(Operating Frequencies must be Separated by 300 kHz Minimum)
Upstream Level	+30 to +60 dBmV (nominal)
Level Control	Automatic from Controller
Upstream Bandwidth	300 kHz
Data Transmission Rate	14.0 K bits/sec.
Output Impedance	75 Ohms
Data Storage	Up to 63 Transactions
Storage Mechanism	Tamper-resistant RAM
Security	Time-out if Purchase Uncollected Tamper evidence VLSI Technology
Access Code	4-Digit Subscriber Selected Code
Power	From Converter
Connections	Electrical Ribbon Cable