



Addressable



Description

Electroline's SoftConnect is a database software program used to control cable services provided to subscribers using Electroline's addressable taps. With Electroline's Control Unit, it conveniently matches each subscriber's street address to the tap's electronic one to simplify the tracking and updating of customer information. The SoftConnect database also supports marketing efforts by activating a specified range of taps for a promotion period.



The Electroline Advantage

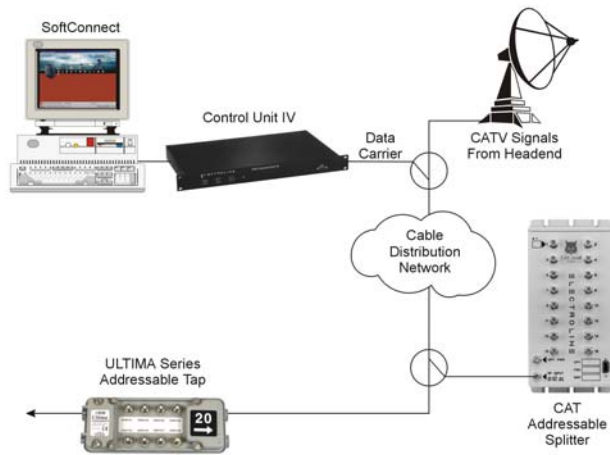
The SoftConnect software package works with Electroline's Addressable System to manage subscriber information using addressable taps and splitters such as: ULTIMA Series Addressable Taps, CAT addressable splitters, and addressable LoopTaps.

Electroline designs and manufactures its complete line of addressable products at its North American ISO 9001 certified facility.

Features

- Controls from 4,000 to 1,000,000 subscribers
- Uses forms to enter or update subscriber information
- Matches the subscriber's address to the tap's address
- Operates independently of a billing system
- Compatible with: Windows 95, 98, 2000, and NT 4.0

SoftConnect Deployment in a Hybrid-Coax Network



Simplified Database Management
Figure 1: Example of editing a tap record

Promotional Support

Figure 2: Example of a promotion being added to the database.

Name	First Address	Last Address	Tier
Basic Cable	00001:01	00051:29	Pay
Channel Surfer	00001:01	00400:64	Pay
Holiday Max TV	00001:01	00300:64	Pay
Introductory	00001:01	00512:64	Pay
Max TV Promotion	00001:01	00030:64	Pay
Maximum TV	00001:01	00100:64	Pay
Pay TV Channel	00010:01	00400:64	Pay
Super Service	00059:01	00512:64	Pay
Super Sundays	00010:10	00500:64	Pay
Telextended Offer	00001:01	00512:64	Pay

Figure 3: Example of a list of promotions.

