



NEWS RELEASE

SK Broadband Deploys Cisco cBR-8 Converged Cable Access Platform

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SK Broadband Will Expand Multi-Gigabit Consumer and Business Services; Plans to Lead the Market With DOCSIS 3.1 Over Its Existing HFC Infrastructure
SEOUL, SOUTH KOREA and NEW ORLEANS, LA -- (Marketwired) -- 10/13/15 -- **SCTE Cable-Tec Expo** -- Cisco today announced plans with SK Broadband to deploy a next-generation converged cable access platform (CCAP) across its national footprint. SK Broadband is a Tier 1 Internet broadband service provider in Korea with five million subscribers. With the DOCSIS 3.1 capabilities of the Cisco® cBR-8, SK Broadband can immediately expand Gigabit or multi-Gigabit services to their subscribers across its hybrid fiber coax (HFC) access network.

The deployment of this platform enables SK Broadband to build the foundation for a long-term evolution of its network architecture. As part of an Evolved Programmable Network (EPN), the Cisco cBR-8 will enable cable operators to create new revenue models, simplify operations and deliver new revenue-generating future and existing services.

Supporting Quotes:

- **Jichang Yu, chief technology officer, SK Broadband Group**

"This step is part of our long-term investment strategy. We are building the next generation of HFC networks. With the combination of Cisco's Evolved CCAP, DOCSIS 3.1 and migration path to NFV and SDN, SKB will continue providing the best customer experience, based on the highest bandwidth and cutting edge technology."

- **Brett Wingo, vice president and general manager, Service Provider Infrastructure, Cisco**

"Cisco is working closely with SK Broadband to provide them with a future-flexible CCAP platform offering D3.0, plus D3.1 and full spectrum video to simplify the evolution of their cable access network. With this premier technology, they can cost-effectively deliver multi-Gigabit services with massive bandwidth and a rapid time to market."

Supporting Resources:

- [About SKB](#)
- [Cisco cBR-8 Converged Broadband Router](#)
- [Cisco Evolved Converged Cable Access Platform \(CCAP\) Solution](#)
- [White Paper: Cisco cBR-8 Evolved CCAP: Total Cost of Ownership \(TCO\)](#)
- [Data Sheet: Cisco cBR-8 Converged Broadband Router](#)
- Information on the [Cisco Evolved Programmable Network](#) (EPN)
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Tags/Keywords:

Cisco, SK Broadband, CCAP, DOCSIS 3.0, DOCSIS 3.1, broadband, Gigabit services, Brett Wingo, Internet speeds, Jichang Yu, Gigabit services, 1 Gig, 10 Gbps, multi-gigabit, multi-gig, EPN, NFV, SDN

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