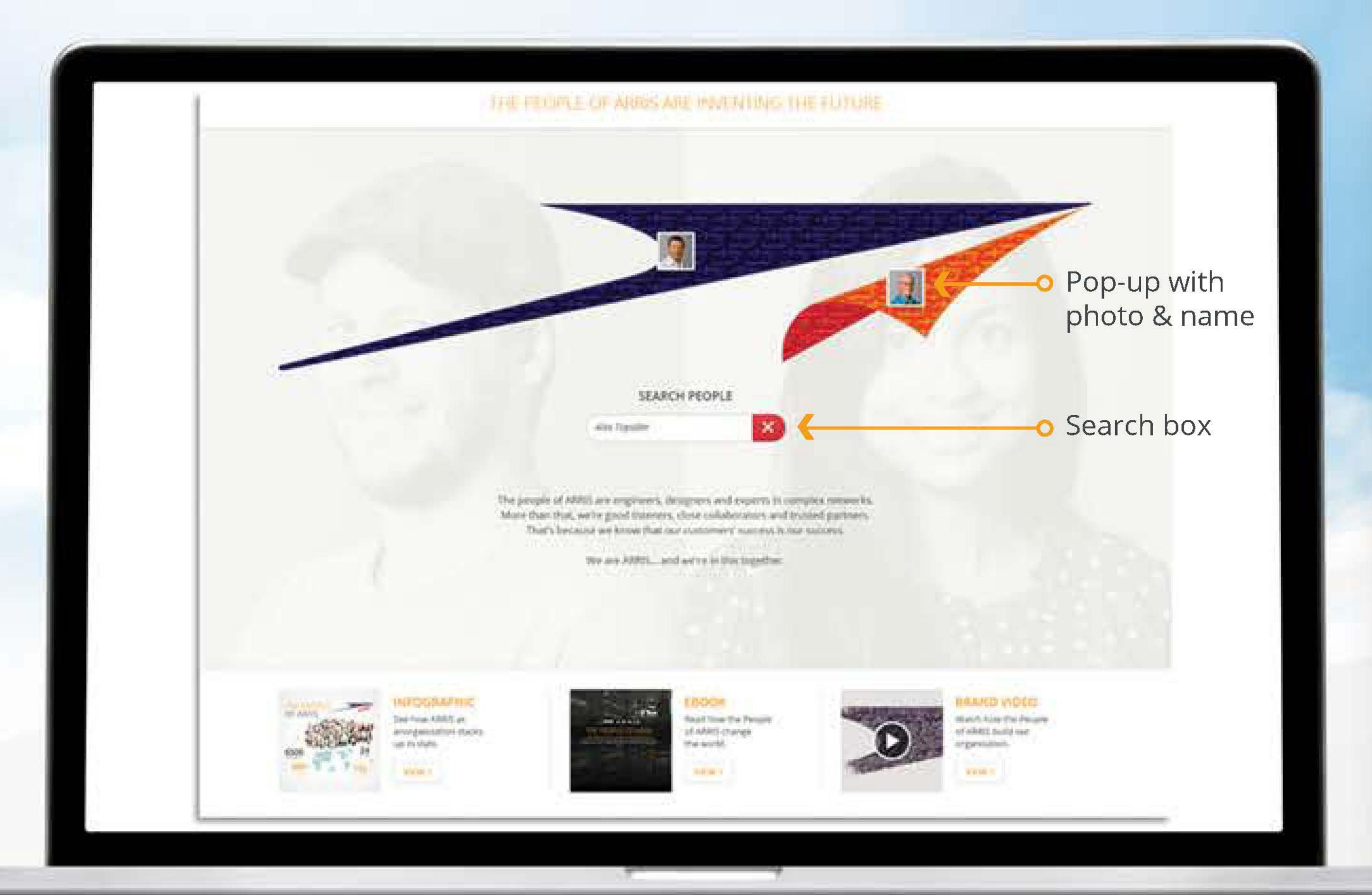


ANEW COMPANY POSITIONING

In a sea of companies who talk QAM and Mbps, we continue to promote our strongest brand differentiator: our people. The people who design complex networks and solve tough business problems for our customers. The people who invent the solutions that make communications and entertainment happen. The ARRIS story continues to be told in many ways and in every medium, from print to web, and most importantly, from every person.





A DIGITAL LOGO MOSIAC INFUSING PEOPLE INTO OUR BRAND...

The ARRIS Logo Mosaic: composed of 2,600+ photos of individual ARRIS employees from around the world http://peopleof.arris.com



















A GLOBAL ADVERTISING CAMPAIGN

The People of ARRIS campaign is designed to communicate the expertise, innovation and experience of our employees to our key audiences. As the flagship initiative of this campaign we profiled our experts in a global advertising program named 'We are ARRIS'.

By uncovering the compelling stories of our people in critical technology areas, punctuated with engaging copy and published in the industry's most well-read publications, we're demonstrating the unique talents and skill sets that the People of ARRIS bring to our customers. The campaign is an important building block in our quest to put a human face on the cutting-edge of 21st century communications and in the process, drive awareness for the most important solutions ARRIS provides.

As many of our experts are customer-facing, the advertising provides the first step in a journey from recognition at initial meetings, to reading their stories, going on to download a white paper, an article or to watch video materials about the subject area. The journey planning process deepens customer engagement and extends the reach of our people, far beyond first-contact.

The People of ARRIS campaign is truly global, featuring over 60 experts from across our world-wide presence.

We Are ARRIS.









BRAND ARTWORK THAT SHOWCASES OUR PEOPLE

Highlighting how the people of ARRIS are innovators, experts and problem solvers, we've created our own artwork that captures our employees in action. From the hallways of ARRIS's facilities around the globe to our trade show booths at the most prominent events in the communications and entertainment industry, this artwork is helping to put a human face on our company for all to see.

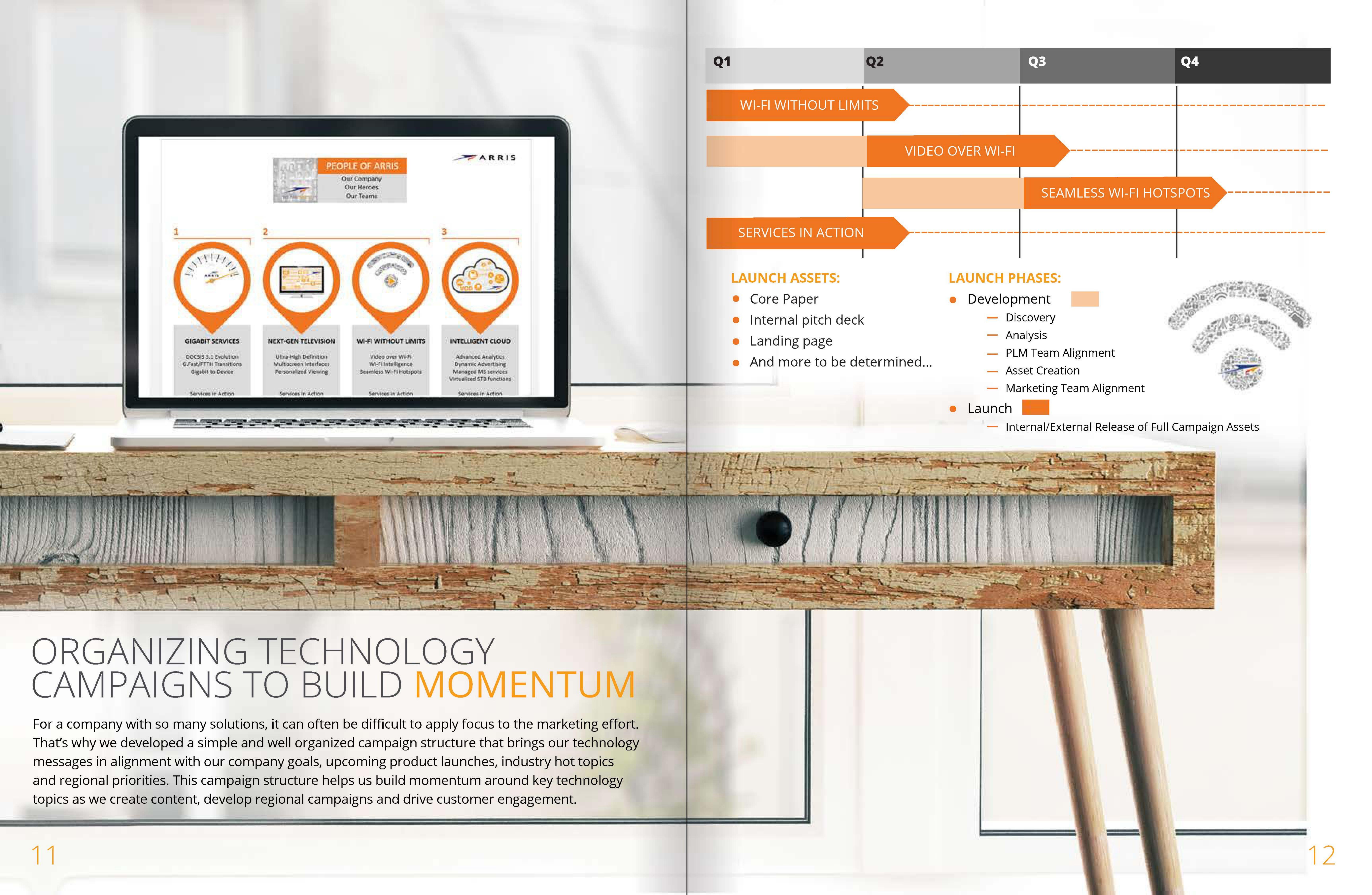




IURNING PRODUCTS

Our people aren't the only heroes we're featuring in our brand materials. In 2015, our product photos got a makeover to add interest, drama and depth to our branded materials. These hero shots can now be found on the web, our advertising and other marketing touch points.













FOCUSED CAMPAIGN ADS

To help drive structure into our technology campaigns and create consistency across our most important solution areas, ARRIS launched a new series of campaign advertisements that focus on our four key campaign areas.

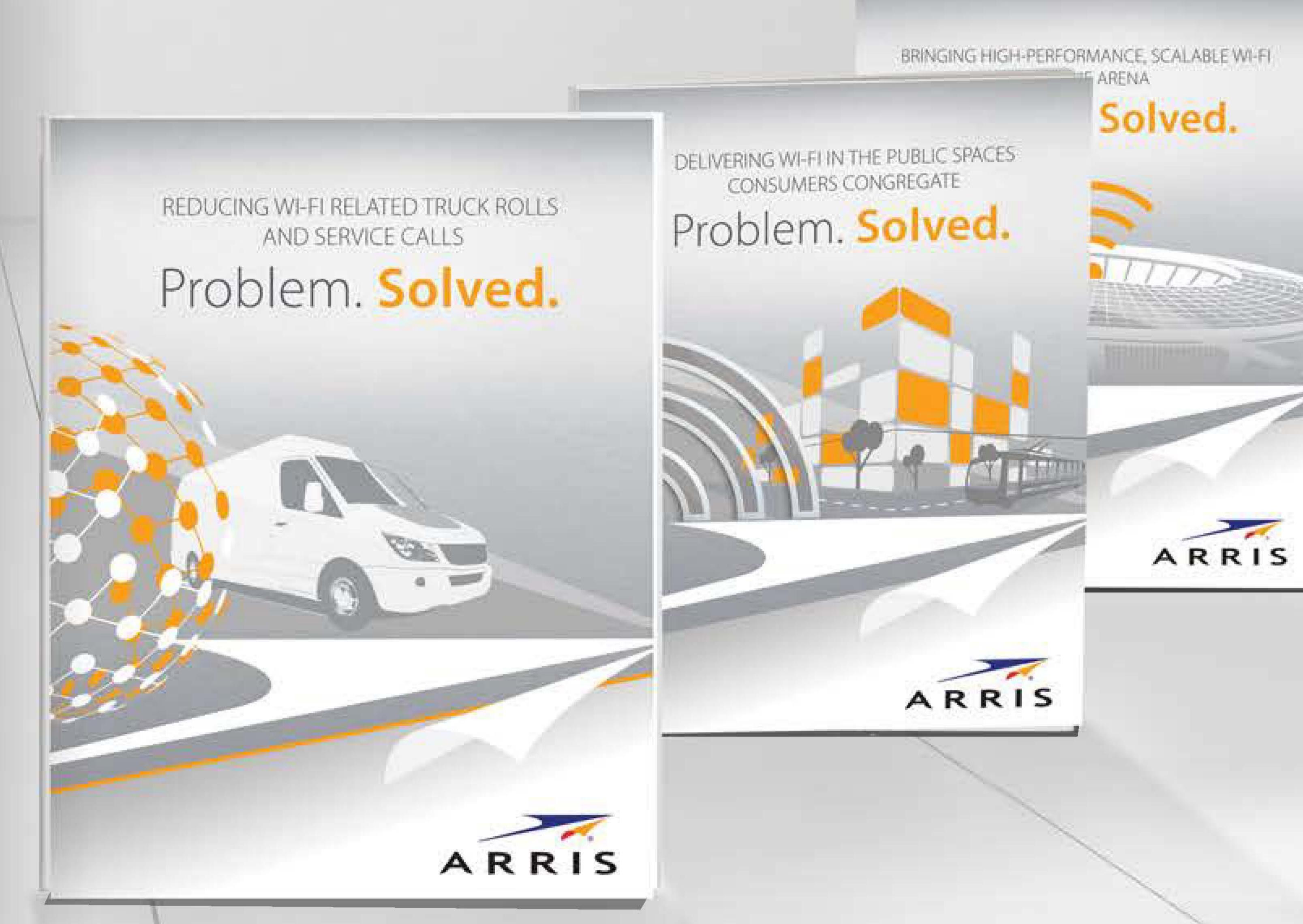
BRANDED WHITEPAPERS

We've given our executive-level papers a new look – creating a new design for our white papers that is clean and on-brand.

BIG DATA M BIG OPPORTU FOR TELEVIS ARRIS CREATING ROOM TO GRO FOR HUB-BASED SERVICE EXPANSION TO DOCSIS 3.1 PART 2 OPERATIONAL CONSIDERATIONS FOR A SMOOTH TRANSITION TO MICROMA, OCCUPANT CONTROL CONTROL

PROBLEM. SOLVED.

And we've introduced a new tool in the same design, the *Problem Solved Brief*, which allows ARRIS to share its unique ability to solve customer problems based on experience



COMPELLING INFOGRAPHICS FOR SOCIAL AND DIGITAL



ARRI





WATCH HERE: WWW.ARRIS.COM/SOLUTIONS

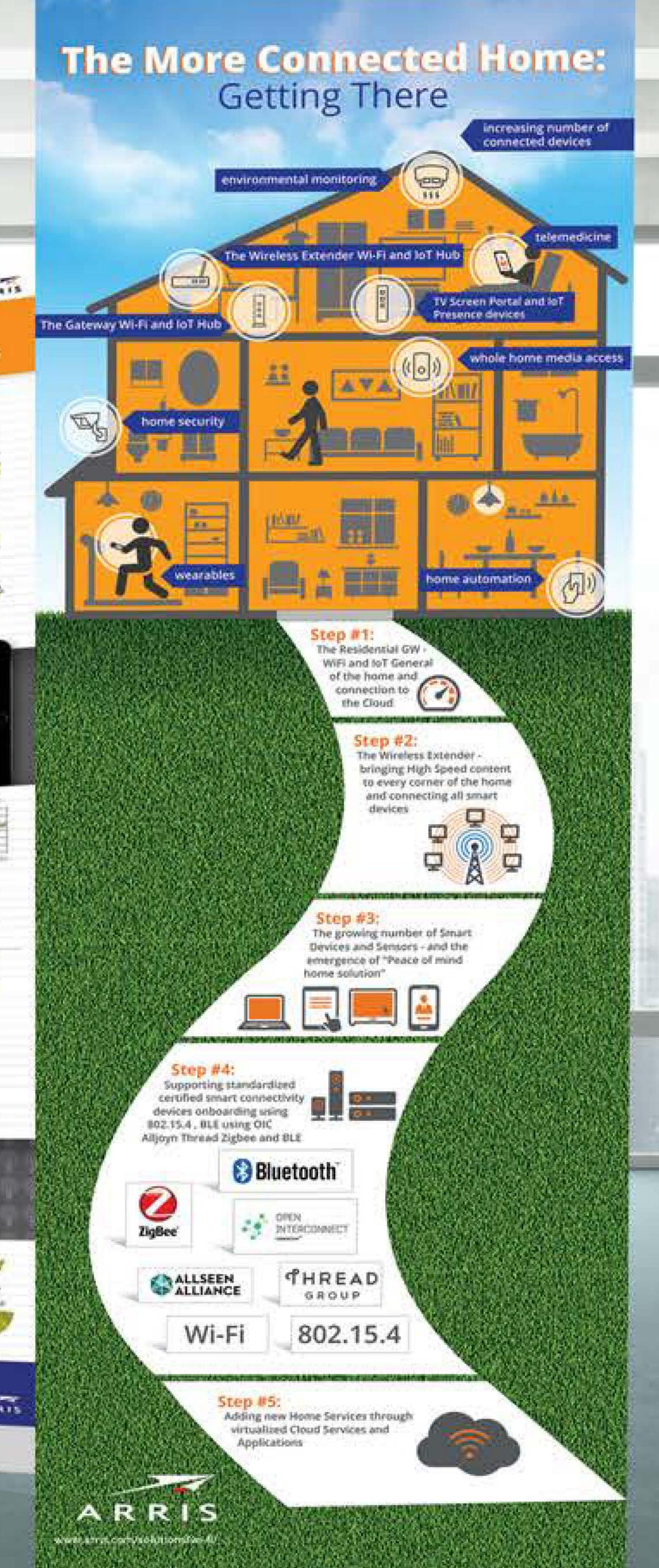




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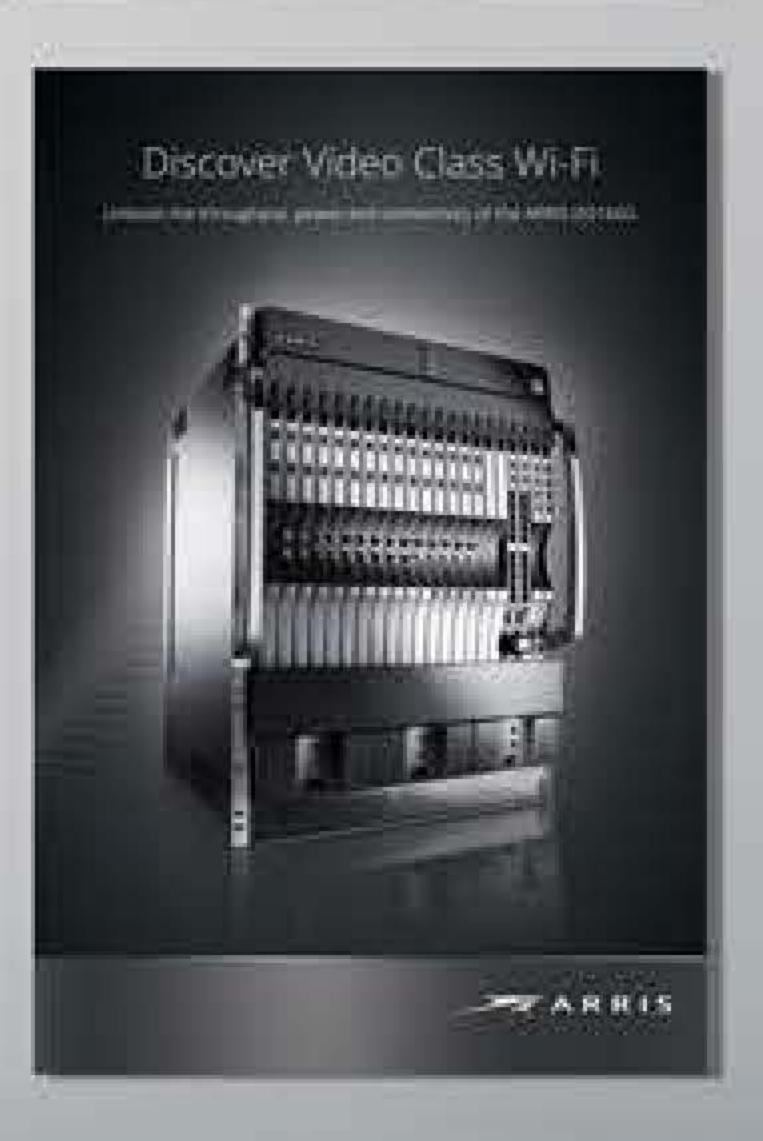
















CHANNEL PARTNER PRODUCT ADVERTISEMENTS

Simple yet sophisticated advertisements, featuring flagship ARRIS products, are designed to help our channel partners drive awareness and demand, while keeping materials on-message and on-brand.

RETAIL HOW-TO VIDEOS

A series of videos that guide consumers through the setup process for their new ARRIS equipment. These videos feature actual ARRIS employees and on-screen graphics to clearly communicate the right way to get our gear up and running.



360° CAMPAIGN: THE CONSUMER ENTERTAINMENT INDEX

We are taking our campaigns to the next level, making them more integrated, more consistent and more comprehensive than ever before. Our 360° campaign for the ARRIS Consumer Entertainment illustrates this comprehensive approach, combining a series of teaser ads with an informational infographic and a new landing page designed to capture leads.



360°TECHNOLOGY CAMPAIGN: DOCSIS 3.1

We extended our 360° approach to our technology campaigns, too. By bringing several compelling assets together under the DOCSIS 3.1 campaign, we were able to drive significant awareness and engagement among our key audiences. This approach has helped us not only broaden our reach, but has positioned ARRIS as a go-to source for information as our prospects begin to do their homework on DOCSIS 3.1.





We're telling connected, relevant stories through our email marketing and newsletter programs, which serve as a vital role in our customer loyalty and nurturing activities. A series of quarterly e-newsletters provide our varied customer sets with engaging information on current trends in the industry, expert articles on complex topics and new product or service information.

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CREATING A ONE-STOP SHOP FOR ARRIS BRAND GUIDELINES ANDASSETS

Helping ensure consistency in how the ARRIS brand is used, both internally and externally, we launched arrisbrandcentral.com as a portal to thousands of brand resources, including logos, templates, photos, business cards and more.



TO ARRIS

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BRINGING OUR SOLUTIONS TO LIFE IN VIDEO

Our new solution videos feature the people of ARRIS explaining how our technology solutions can help service providers overcome challenges and seize new opportunities. Whether it's Charles Cheevers on Wi-Fi or Tom Cloonan on DOCSIS 3.1 and CCAP, these new videos highlight our experts in video, a medium for which ARRIS has become well known.





Wi-Fi Connect Home Graphics

Icons

Organization Charts

Lifestyle Images

Slide Background
Information Graphics

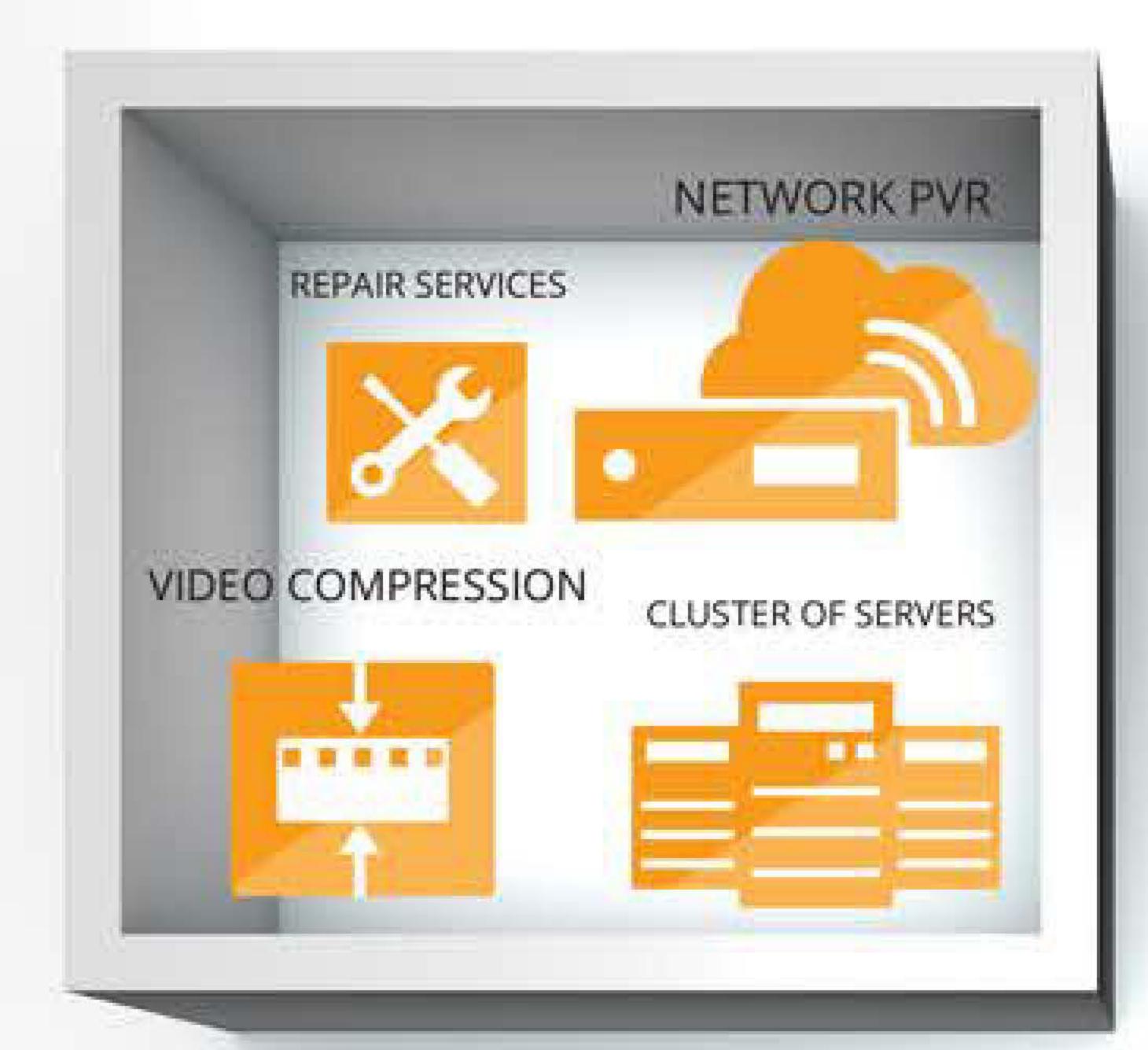
Maps - World and Regions

Racing Photos

Device Images Content Display images

SALES PRESENTATION GRAPHICS

Our new PowerPoint graphics bring a high-quality and consistent look to all of our presentation material, while scaling well on even the largest of screens.

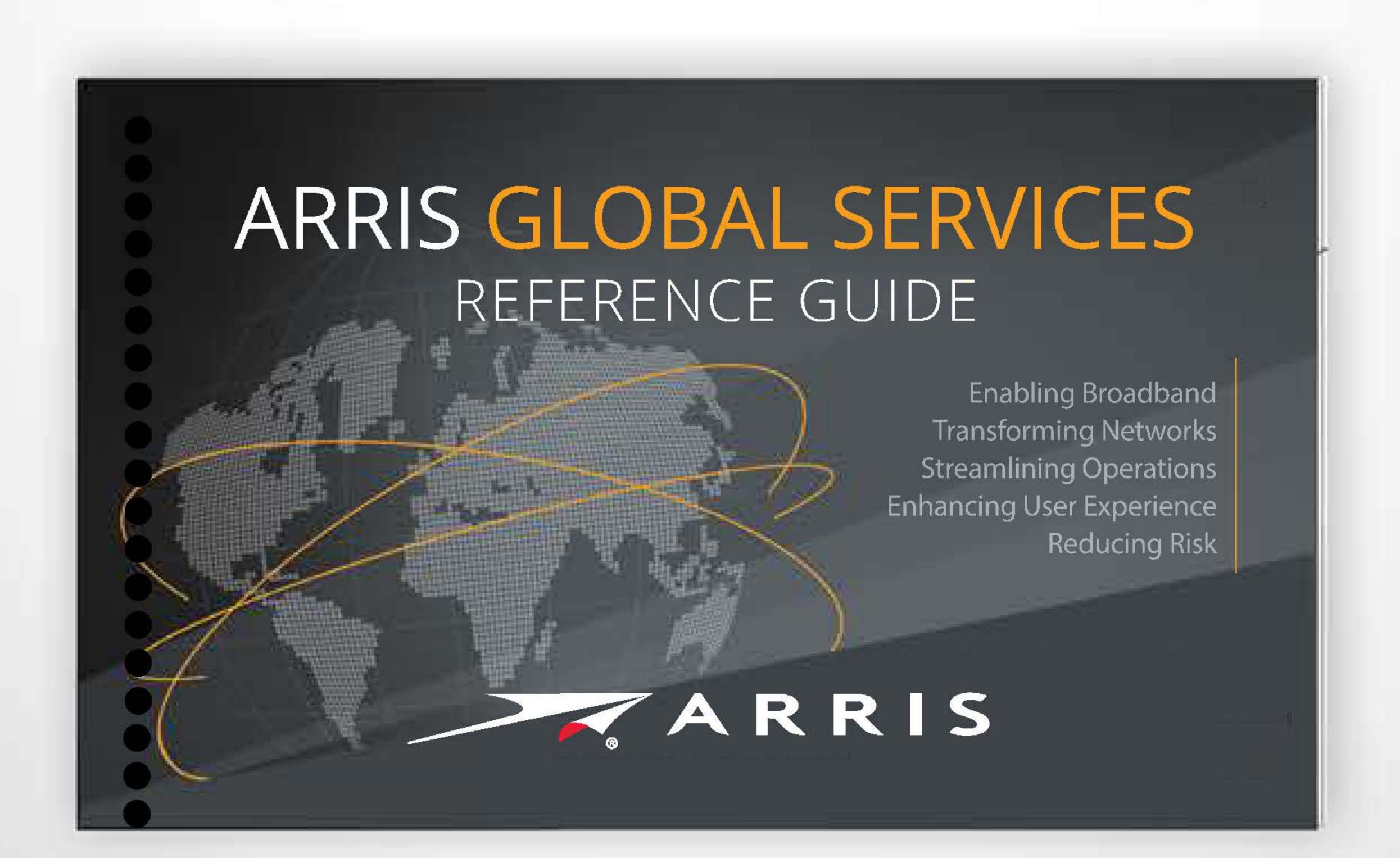






















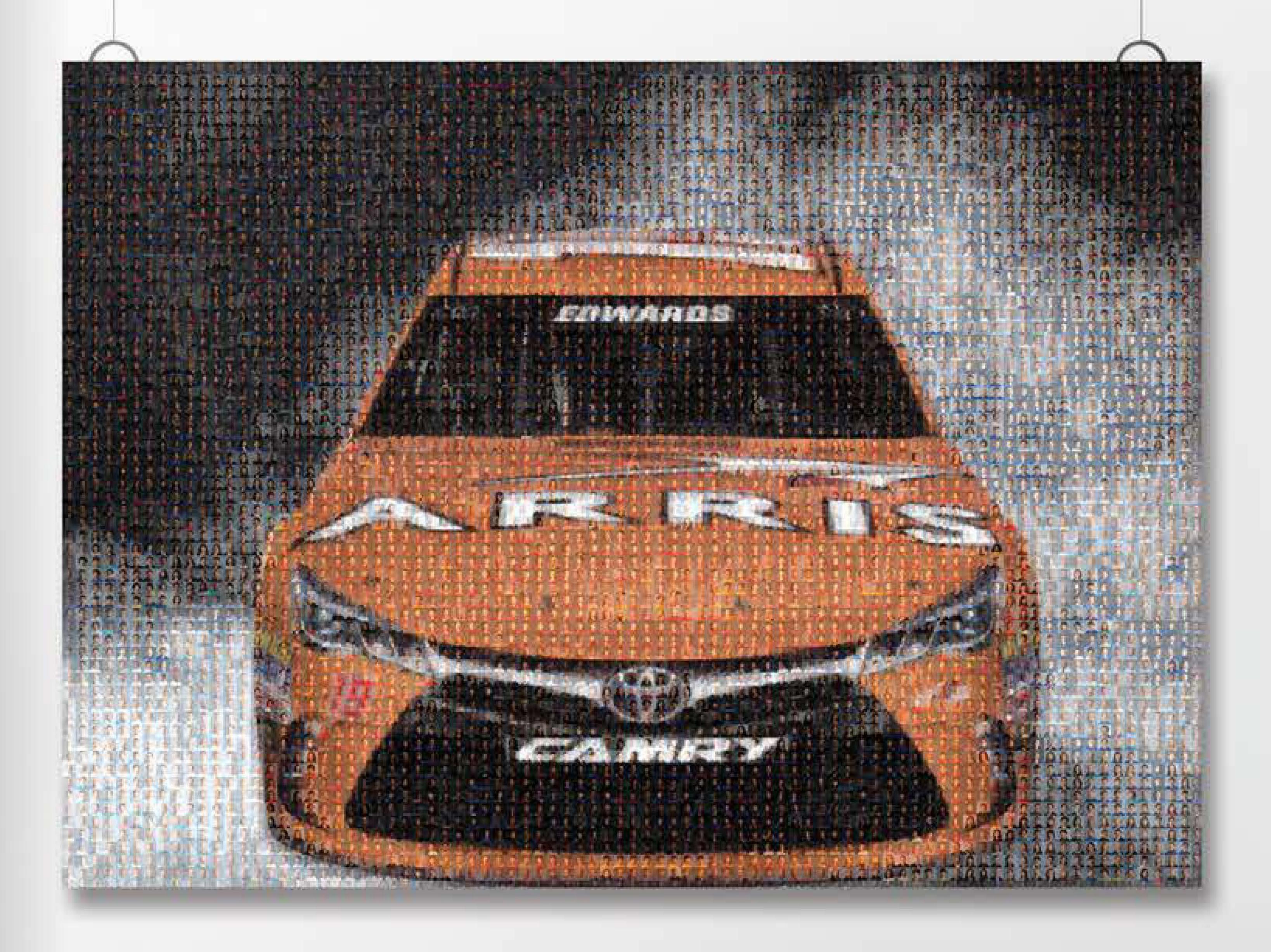
LINKING RACING AND ARRIS TECHNOLOGY





ARRIS Racing is all about power, speed and innovation. Just like our Wi-Fi, broadband and video delivery technologies. So we're now featuring our solutions in a series of videos that bring together the performance characteristics of our racing teams and our industry-leading technologies. In doing so, we're helping our target audiences better understand what makes ARRIS solutions so great, while having a little fun, too.

LINKING ARRIS RACING AND PEOPLE OF ARRIS



At ARRIS, we are behind our drivers – quite literally. The people of ARRIS put their hearts into developing and deploying the best technologies in communications and entertainment delivery, just as our racing teams strive to achieve world-class performance out on the track. By bringing ARRIS Racing together with our People of ARRIS campaign, we are demonstrating the commitment we all share to coming in first.