

case study

Satellite Services via EBN IPTV

2004 - 2005

Eutelsat Services Enabled by Castify's Enterprise IPTV Platform: EBN™

Scenario

Eutelsat is one of the world's largest satellite operators and service provider over IP networks. After a structured tender (RFP) process, Eutelsat selected Castify's software solutions and products to build its worldwide IP services on its satellite infrastructure. Today, Eutelsat relies entirely on Castify's software products to address several industries and implement a wide range of services and applications, including:

- **Enterprise IPTV** for internal corporate communication, management updates, and sales and employee training: Eutelsat's Enterprise IPTV application targets large enterprises with offices around the globe, and enables video broadcasts live or on-demand, to potentially all employees of the company.
- **Hotel Video on Demand (Hotel VoD)**: Recent movie releases in all formats are securely and reliably distributed via satellite to remote hotel locations, where they are delivered to hotel rooms for a true video on demand or pay-per-view experience.
- **Digital Cinema**: Distribution of movies to cinema theatres takes place digitally, via satellite, instead of using traditional, manual means of distribution.
- **Point of Sales**: Targeting thousands of shops, point-of-sales displays provide remote display of advertisements within shops, catalogue updates, and updates of promotional material and digital signage applications.

Solution

By adopting Castify's EBN software, Eutelsat selected the industry's best software solution for providing the greatest variety of applications to the largest number of enterprises **using a single IPTV Services Delivery Platform**.

At the same time, Castify's software enables Eutelsat to serve a very large number of receivers and locations with the unique, diverse and complex needs of multiple industries including banking, retail, automotive, government, and IT.

Eutelsat primarily selected Castify's solution because it supports multiple applications and accounts, all of which can be managed from a single, unified control center.



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In addition, Eutelsat recognized the key advantage of adopting a software-based solution. Castify's software and APIs enabled a seamless and rapid integration with Eutelsat's existing third party billing, accounting, and content management systems, as well as other third-party products and tools.

Eutelsat's IP services delivery platform today serves some of Europe's leading corporations, including large multinationals such as **Accor Group** and **Carrefour**.

Benefits of Castify's Satellite Services Solution

Eutelsat's deployment of Castify's EBN product to deliver satellite-based IP services brings increasing benefits to Eutelsat in each succeeding quarter, including:

- **Single and shared platform:** Castify EBN provides a single, cohesive software platform over which Eutelsat can provide all its IP-based applications. EBN supports an unlimited number of accounts and at the same time addresses the diverse needs of many industries with different types of receivers, including high-end servers (C-Routers) and low end receivers (C-Terminals).
- **Scalable software solution:** Because Castify EBN is a true software-only solution, the application easily scales in terms of the number of end users served; the number of locations targeted; the number of content items that are delivered; the number of accounts supported; and the number of Uplinks that constitute the shared content delivery platform.
- **Complete Solution supporting wide range of applications:** Castify's software enables enterprise IPTV, Hotel VoD, Digital Cinema, Point of Sales, as well as Distributed eLearning and many other of today's most important digital content applications.

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How It Works: Out-of-Home TV, Point-of-Sales Media, and In-Shop Media with EBN

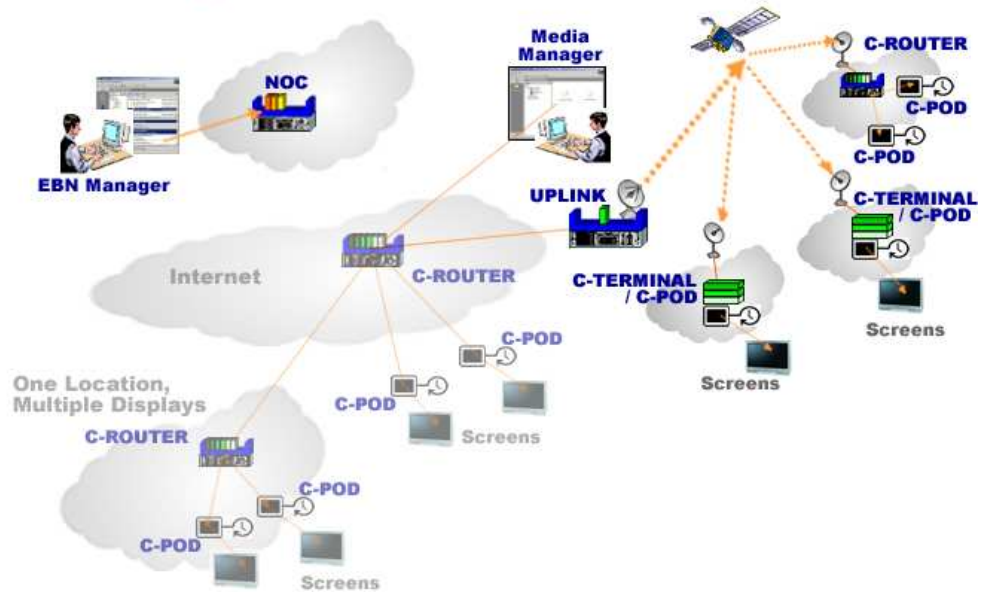


Figure 1. Eutelsat IP Services Running on the EBN IPTV Platform