



case study

Hotel VoD via CBN IPTV 2004 - 2005

Castify's Hotel VoD Solution Uses the CBN™ IPTV Platform to Deliver Locatel's Digital Video Services

Scenario

Locatel is Europe's leading service provider to the hospitality industry, providing video services to large hotel chains all over Europe, in the Middle East and Africa.

In 2004, Locatel recognized that its traditional, manual means of delivering movie updates to individual hotels was a costly and inefficient delivery mechanism that would never scale without a large number of human resources and massive operational overhead.

Locatel needed a solution that would enable them to digitally distribute a continuously updated library of movie assets to thousands of hotel locations, preferably using satellite links.

Locatel was also looking for a solution that would enable local Pay TV services within each hotel location and that would support the automated playout of dynamically updated movie library using pre-defined display scheduling across multiple channels.

A priority for Locatel was a highly secure and highly reliable distribution and playout of the movie assets. In addition, it was essential for Locatel's solution to support targeted movie distributions to groups, such as those based on the movie's language or contractual obligations including distribution and playout rights.

Solution

After running a tender process and comparing multiple alternatives, Locatel chose Castify's Hotel VoD solution to provide Locatel's video services to its hotel chain customers. Eutelsat was selected to provide the satellite services required to deploy Locatel's video distribution service.

Castify's Hotel VoD solution is powered by Castify's core product, Castify Castify Broadcast Network (CBN)™, the digital delivery platform for the easy, scalable implementation of Digital Cinema, Broadband IPTV, and other digital delivery solutions to consumers world-wide.

Each hotel location runs Castify's C-Router software, the CBN component that manages the reliable, secure reception of each movie transmission. C-Routers also coordinate local storage of each movie, as well as playout, scheduling, deletion, and replacement of movies according to the broadcast policies for each film. Within each hotel, movies are automatically broadcast on the hotel's existing cable network for a true video on demand or pay-per-view in each room.



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CBN's control and management component runs at Eutelsat's Satellite Uplink, and is used to securely and reliably distribute each film via satellite to the remote hotel locations, in MPEG2 and MPEG4 formats.

Benefits of Castify's Hotel VoD Solution

Locatel selected Castify's Hotel VoD solution via the IPTV CBN platform for several reasons:

- Castify's solution enabled the rapid deployment of a full-featured and complete Hotel VoD solution, with highly reliable and secure distribution and delivery of movie assets to remote hotels, and embedded PayTV software to enable fully customized display scheduling.
- Castify's solution is open to all media formats and scales to many thousands of receiving hotels.
- Castify's CBN IPTV solution supports movie distribution to targeted groups of hotels or geographies. This key feature enables Locatel to distribute movie assets based on their language and contractual engagements with the film distributors.
- Castify's solution offers simple and easy insertion of movies into the network because Locatel does not need to send physical materials to Eutelsat to initiate the distribution of films to hotels. Instead, Castify's solution provides Locatel with a small desktop application tool that enables Locatel to insert movies to the uplink from their any location connected to Eutelsat's uplink, and to then track each movie's distribution status in real time, and using periodic Distribution Status reports.
- Castify's solution ensured the easiest installation and configuration at each remote hotel location and offered ease of management and control of the large, geographically distributed install base from a single point in the network.



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How It Works: Hotel Video-on-Demand with CBN

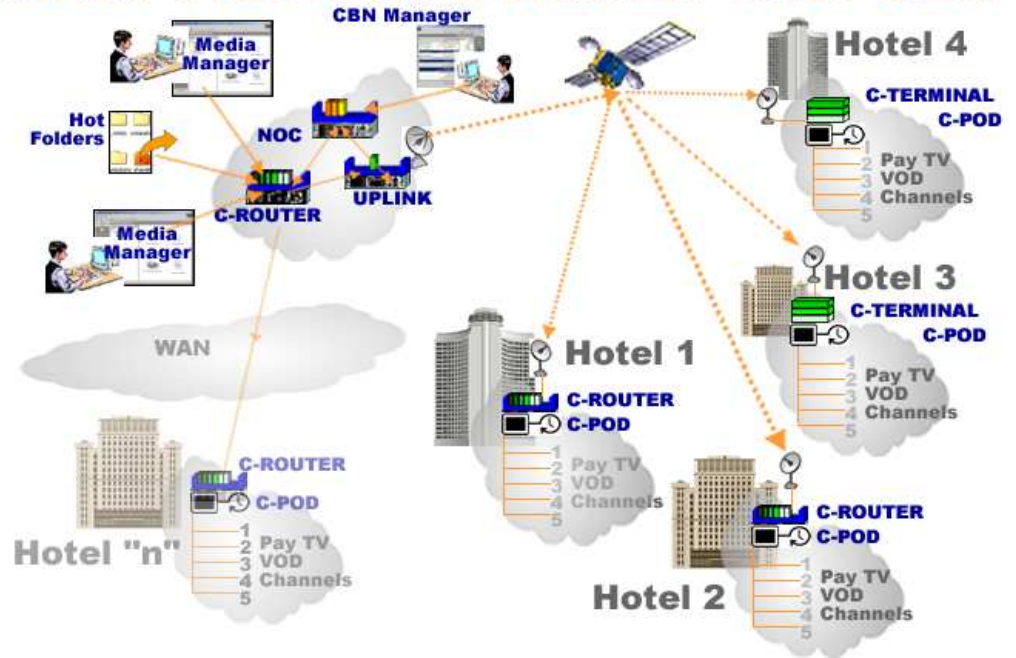


Figure 1. Hotel Video-on-Demand with the CBN IPTV Platform