

Business TV Solutions

The Challenge

You're a global multinational that runs a Business TV service for internal corporate communications targeting hundreds of worldwide locations, in dozens of countries on five continents. Your in-house corporate television production team's mission each day is to serve employees with fresh, up-to-date information on every aspect of the company and its operations.

Now you need to reduce broadcast costs while maintaining or exceeding existing broadcast quality. You're seeking a solution that:

- Permits you to manage distribution and scheduling all Business TV video contents from a single central location
- Supports playout on terminals across all global locations
- Offers easily scalable configuration, monitoring and control of a geographically distributed platform
- Is based on an open architecture that integrates with existing networking tools, infrastructure and network management systems
- Provides convenient and easy-to-use access to real-time and historical content and network statistics
- Supports multi-transport broadcasts, including unicast and multicast in satellite, terrestrial and hybrid environments

The Solution

Castify EBN™ is Castify Networks' software-only Enterprise IPTV Platform. EBN enables enterprise content management teams to easily manage the distribution, delivery and playout of video assets for their Business TV programs and channels.

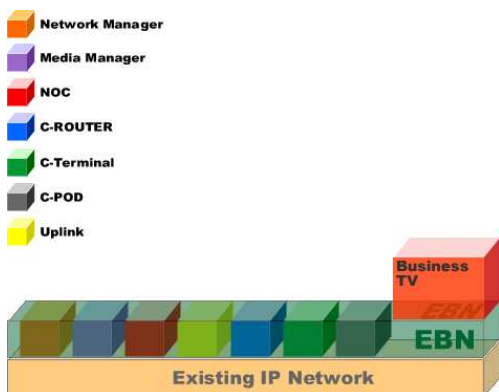


Figure 1. EBN is a fully integrated suite of products that install on existing network infrastructure to enable sophisticated, large-scale Business TV deployments.

- The EBN Business TV Platform solution runs as an overlay network on existing terrestrial and satellite infrastructure network enabling a hybrid content network in which terrestrial delivery replaces parts of the existing satellite network infrastructure.
- EBN provides live and on-demand video transport, scheduling and playout capabilities.
- EBN's open APIs enable full integration with existing enterprise solutions such as caching software, Intranet portals and network settings.

