

Digital Cinema Solutions

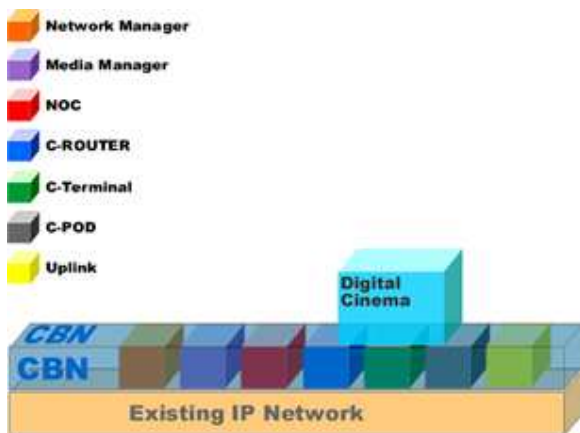
The Challenge

You're a film distribution service that distributes movies and film to many theaters and cinemas across a widespread area. Until now, your distribution methods have relied on manual delivery of movies and films to theaters, but due to the large overhead cost associated with this approach it has become too costly and remains a highly inefficient way to scale your business to increasing numbers of customers. What you need is a solution that:

- Supports the digital transfer of massive digital movie files in very low to very high bandwidth environments, over lossy satellite broadcast channels
- Offers guaranteed digital delivery deadlines and delivery dates
- Provides highly reliable transmissions in all broadcast conditions, with highest efficiency, intelligent retransmission of failed packets to ensure the fastest possible transmission of the entire file contents
- Optimizes the use of available bandwidth to ensure the most efficient use of available resources
- Provides the highest security for all transmissions
- Comes with easy-to-use, integrated real-time monitoring and reporting tools to track content status

The Solution

Castify Broadcast Network (CBN)™ from Castify Networks is a software-only Consumer IPTV Platform for the easy deployment of large-scale digital media delivery solutions, including highly scalable and cost-efficient Digital Cinema and other digital delivery solutions to consumers worldwide. In a Digital Cinema solution powered by CBN:



- Each cinema runs an installation of Castify's C-Router content server software. C-Routers coordinate local storage of the digital movie files, as well as playout, scheduling, deletion and replacement of movies according to the broadcast policies for each film.
- At each cinema, movies are automatically broadcast in the theater's existing IP network for automated playout in each theater.

Figure 1. CBN is a modular, software-only solution for the easy deployment of large-scale Digital Cinema solutions.

- CBN's control and management component can be installed anywhere with a connection to the satellite uplink, and is used to securely and reliably distribute each film via satellite to the remote theater locations, in any of today's popular video formats, including Windows Media 9, Real, MPEG2 and MPEG4.

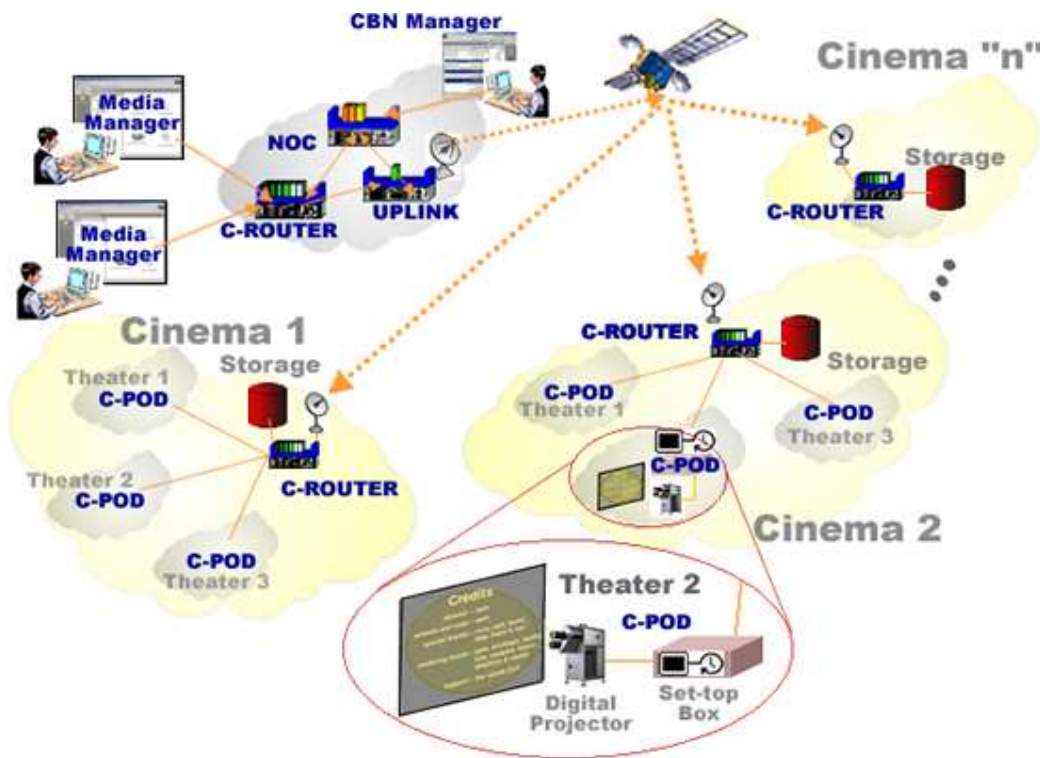


Figure 2. A Digital Cinema Solution Running on Castify's CBN Consumer IPTV Platform.

The Benefits

A Digital Cinema solution powered by Castify's CBN Consumer IPTV Platform offers important benefits over other competing solutions:

- CBN's full-featured solution integrates end-to-end content and network management and monitoring software components and tools into one solution, enabling the rapid deployment of a full-featured and complete Digital Cinema solution with highly reliable and secure distribution and delivery of movie assets to remote cinemas and theaters, with embedded playout software to enable the automatic display of movies on each theater's movie screens.
- CBN is open to all media formats and scales to many thousands of receiving theaters and cinemas.
- Castify's CBN IPTV solution supports movie distribution to targeted groups of theaters or geographies. This key feature enables movie and

film distributors to distribute movie assets based on differentiating factors such as language and contractual engagements.

- Castify's solution offers simple and easy insertion of movies into the network because movie distributors do not need to confer with their satellite service provider to initiate the distribution of films to hotels. Instead, Castify's solution provides each film distributor with a small desktop application tool that enables them to insert movies to the uplink from any location connected to the satellite service provider's uplink, and to then track each movie's distribution status in real time using periodic Distribution Status reports.
- Castify's solution ensures easy installation and configuration at each cinema or theater location and provides ease of management and control of a large, geographically distributed install base from a single point in the network.