

# Hotel VOD Solutions

## The Challenge

You're a provider of hotel video-on-demand (VOD) services to hotels in many locations across the globe. Your traditional method of distributing movie resources to the hotels via manual delivery of DVD's is costly and highly inefficient and does not scale to accommodate new locations without a large number of human resources and high operational overhead. Now you're seeking a solution that:

- Enables the digital distribution of a continuously updated library of movie assets to thousands of hotel locations, preferably using satellite links
- Supports local Pay TV services within each hotel location
- Supports automated playout of a dynamically updated movie library using pre-defined display scheduling across multiple channels
- Guarantees highly secure and highly reliable distribution and playout of the movie assets
- Supports targeted movie distributions to groups, such as those based on the movie's language or contractual obligations including distribution and playout rights

## The Solution

**Castify Broadcast Network (CBN)™** is Castify Networks' software-only Consumer IPTV Platform for enabling large-scale digital media delivery solutions. CBN makes possible the rapid, scalable and cost-efficient deployments of digital delivery platforms for implementing Hotel VOD and other digital delivery solutions to consumers worldwide. In a CBN-powered Hotel VOD deployment:

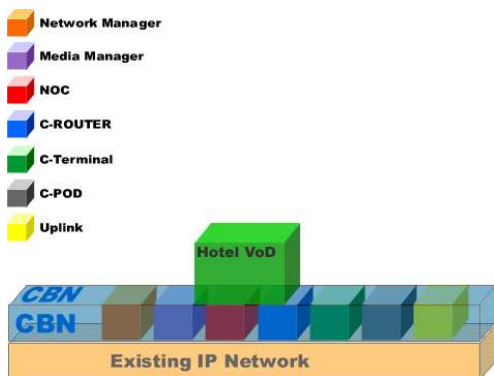


Figure 1. CBN's modular, software-only solution installs on existing IP infrastructure for easy deployment of sophisticated, large-scale Hotel VOD deployments.

- Each hotel location runs Castify's C-Router software, the CBN component that manages the reliable, secure reception of each movie transmission.
- 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.
- Within each hotel, movies are automatically broadcast on the hotel's existing cable network for true video on demand or pay-per-view in each room.

- 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 hotel locations, in any of today's popular video formats, including Windows Media 9, Real, MPEG2 and MPEG4.

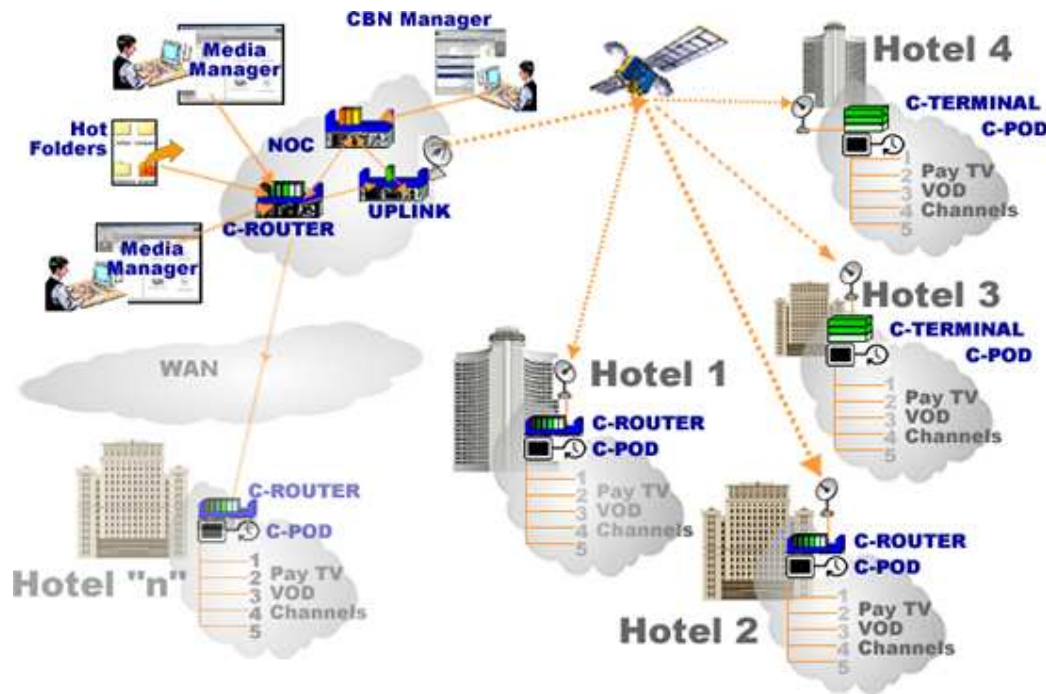


Figure 2. A Hotel VOD Solution Running on Castify's CBN Platform.

A Hotel VOD solution powered by Castify's CBN platform offers important benefits over other competing solutions:

- **Full End-to-end Solution:** CBN 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 Hotel VoD solution with highly reliable and secure distribution and delivery of movie assets to remote hotels, and embedded PayTV software enabling fully customized display scheduling.
- **Highly Reliable and Secure:** A Hotel VOD solution based on CBN is highly reliable and secure environment for the distribution and delivery of movie assets to remote hotels, with full support for embedded PayTV software to enable fully customized display scheduling.
- **Supports All Media Formats:** CBN is open to all media formats and scales to many thousands of receiving hotels.

- **Easy Targeted Distribution:** Castify's CBN Hotel VOD solution supports movie distribution to targeted groups of hotels or geographies. This key feature enables Hotel VOD service providers to distribute movie assets based on language and contractual engagements with the film distributors.
- **Easy Content Insertion:** Castify's solution offers simple and easy insertion of movies into the network because Hotel VOD service providers do not need to confer with their satellite service provider to initiate the distribution of films to hotels. Instead, Castify's solution provides Hotel VOD service providers 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.
- **Easy Large-scale Deployment:** Castify's solution ensures easy installation and configuration at each remote hotel location and provides ease of management and control of a large, geographically distributed install base from a single point in the network.