

Welcome to the revolution in
building IPTV



Imagine a cost-effective network that will supply
LIVE TELEVISION or ARCHIVED VIDEO to every computer
monitor and display screen in your organisation.
Exterity can provide this IPTV reality today.





Exterity delivers visible results for your business

Until recently, delivering television, video and radio throughout a building or campus relied on cable networks that were expensive, inflexible and resulted in video of variable quality. Exterity offers a comprehensive alternative to these older technologies using internet television or 'IPTV'.

With IPTV, Exterity can bring video to every television and computer screen across a whole organisation. It is a quick, efficient and economical way of providing vital information to the people who need it.

Exterity's IPTV solutions offer a robust and cost-effective means of distributing a large number of information channels to an unlimited number of screens and desktops.

IPTV supports and drives two key business considerations: reducing costs and increasing productivity.

Internet television – haven't we been here before?

People managing organisations are now asking the same questions about IPTV that they asked about the internet a decade ago:

- "How will it help my organisation make/ save money?"
- "Will it have an impact on my industry?"
- "Are there any real benefits to this new technology?"

Today the internet is a way of life. Nobody would question its position as part of the lifeblood of every company. Exterity believes it is only a matter of a short time before businesses regard IPTV in exactly the same way.

"Exterity IPTV equipment provides the core of the Premier TeleSolutions patient entertainment system, delivering TV channels 24x7 to over 6000 hospital bedsides. Exterity have proven themselves to be the right partner to support our business critical TV service requirements."

Stephen Clay, Chief Technology Officer, Premier TeleSolutions

"As an international news provider, it is essential that our staff have instant access to global television. The TVgateways from Exterity ensure that our journalists and managers have quick and easy access to the information that they need to do their job effectively."

Matt Hassock, Technical Manager, Reuters

Current Methods	Using IPTV	Benefits of IPTV from Exterity
Video is distributed via individual videotape or DVD	Video is stored digitally for on-demand viewing; simultaneously available for multiple users	<ul style="list-style-type: none"> • Flexible storage & archiving • No need to store, manage and transport videotapes or DVDs • On demand access helps increase use of resources • High quality delivery
Coaxial cable is run throughout a building to send live TV and recorded video	DVD quality video and audio is streamed over your existing local area network infrastructure	<ul style="list-style-type: none"> • Uses existing network infrastructure • No need for separate video network • No new cabling required • Standards-based solution
In-house news sent by memos or email. Personnel gather to watch broadcast news on shared televisions	Live and stored video from inside and outside an organisation is streamed to every desktop	<ul style="list-style-type: none"> • Real-time information • Personalised information • 'Always on' information • 'Any time, any place, anywhere' information



Here comes the future – Exterity IPTV

Almost every device with a screen can be turned into a networked television using Exterity IPTV. Video can come from within the organisation or from an external broadcast TV source.

Exterity IPTV uses standard networking technology, there's no need for expensive updates, changes or modifications to current infrastructure.

Exterity can turn an existing network into a complete IPTV solution. This can be adapted to fit any size of organisation from a single school, office building or hospital right up to a geographically dispersed enterprise or college campus with global connections.

Exterity uses plug-and-play devices and open standards to allow integration with other IPTV systems to create your IPTV solution.

Why are organisations adopting IPTV?

Most organisations already have networks covering a building or campus that are capable of supporting a video distribution system. This reduces both the initial cost of implementation and the cost of extending the IPTV network over time. Many organisations are adopting IPTV because:

- Television and video can easily be supplied to all computers on a network, increasing staff access to news and company information.
- The same infrastructure can be used no matter how many channels or viewing devices are attached to the network. No special wiring or video distribution design is required.
- Consistently high video quality is maintained regardless of the number of people using devices to view a channel.
- Costs can be reduced by converging IPTV with existing data networks to provide services over a single cable infrastructure.

Leading organisations regard live and recorded video as essential. It improves their ability to make better-informed decisions and to communicate more effectively with their internal and external stakeholders.

Markets where IPTV is already being used:

- **Corporate** – can provide real time news to inform decision makers, broadcasts to staff desktops, company information to public areas and staff entertainment.
- **Education** – can have instant classroom access to a virtually unlimited global archive of educational material. Teachers no longer have to wait for tapes and discs to be returned to resource centers.
- **Finance** – watch current events unfold from around the globe by distributing international and country specific news channels for content that may affect share dealings and financial markets.
- **Hotels** – can welcome guests with tailored messages on a prominent plasma screen placed in reception and provide global TV channels in-room.
- **Healthcare** – patients can receive television, radio and video at their bedsides. Simultaneously, information can be displayed in reception and waiting areas.
- **Manufacturing** – use live video feeds from the factory floor for: staff supervision; remote quality control inspection; and to monitor the live workflow, highlighting any current breakdowns and bottlenecks in the manufacturing process.
- **Digital signage** – integrate with digital signage applications to combine live TV and video with advertising and information systems. Perfect in retail, hospitality and stadium systems.

"The flexible nature of Exterity's products meant that they could be fitted around the other suppliers timetables, and the whole deployment was complete in a matter of days."

Amy Tucker-Brown, Resort Director, Retallack holiday village and spa.

"We knew straight away that Exterity would be the ideal solution. All the other network AV products were difficult to use and had heavy back-ends, whereas Exterity's system is a simple 'plug and play' solution. The deployment of the new AV system was very straight forward and simple. The work was carried out very quickly and the system was up and running in a matter of days."

Roger Chappé de Léonval, SAB Miller



What an Exterity IPTV network offers:

- **A future-proofed solution** – Exterity IPTV is standards based so there is no dependency on proprietary technologies or reliance on a single vendor.
- **DVD-quality video** – Exterity IPTV provides full-screen video on PCs or TVs that will match anything from a standard DVD player.
- **User-directed control** – Exterity IPTV allows every user to pause, skip and replay even live broadcasts using a PC mouse or TV remote control.
- **Efficient, flexible, secure delivery** – Exterity IPTV significantly reduces the bandwidth load from live broadcasts and eliminates time zone dependencies while it maintains secure and controlled access to company information.

"Notice boards were just so clumsy. Staff and students were complaining that they were putting information up on the notice boards, but no one ever saw it because it either fell off or someone took it down. With the new electronic information points, each department has complete control over the information displayed and can rest assure that the right people have access to the right information."

John Perks, IT Manager, Matthew Boulton College

"Retallack is an excellent example of a forward looking organisation reaping the rewards of IPTV technology to meet the exacting requirements of guests at this luxury destination"

Steve Jones, of Empire Telecom

Scalable, secure, standards-based solutions

The complete IPTV solution from Exterity includes encoders, receivers, TV gateways, PC video clients and management tools. Products are available in a range of formats to suit specific projects:

idaptor – Stand-alone device designed to be installed next to video source or broadcast television feeds.

tridaptor – Integrating three idaptor units into a single chassis to fit a standard computer server rack.

avedia – Range of software-based PC video clients and serverbased solutions.

isocket – Device integrated into a wall socket format. Exterity has a patent pending on this device design.

All Exterity IPTV products are network devices with both web and Simple Network Management Protocol (SNMP) interfaces. Organisations can easily integrate device configuration and control into their network management systems.

What should you do next?

Call React now for more detailed information on our products and services, or to arrange an initial meeting to better understand how an Exterity IPTV solution can help transform your business. Telephone us on **01256 301900** or email us at sale@reacttechnologies.com

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