

SkyScrapper™ Enterprise Distribution Platform



Target Applications

- Digital Signage - SkyScrapper™ Ensignia
- Education
- Training
- Video-on-Demand
- Push PVR
- Healthcare
- Lodging
- Homeland Security - SkyScrapper™ ESN
- Information tickers and bulletins
- Calendar of events and shift assignments
- High quality training videos, slide shows, CDs and DVDs
- Operational procedures and forms
- Live video feeds

Benefits

- Integrated receiver, playback and antenna to substantially simplify installs and reduce physical footprint
- Point-to-Multipoint data distribution
- Optional Ethernet and/or WiFi for 2-way communications to Local Area Network (LAN)
- Transport technology agnostic. Distribution of data over any broadcast or multicast network, such as satellite, cableTV, WiMAX, WiFi, or multicast-enabled IP network
- On-demand network of information
- Optimized bandwidth utilization
- Scheduled information distribution based on Service Level Agreements (SLAs)

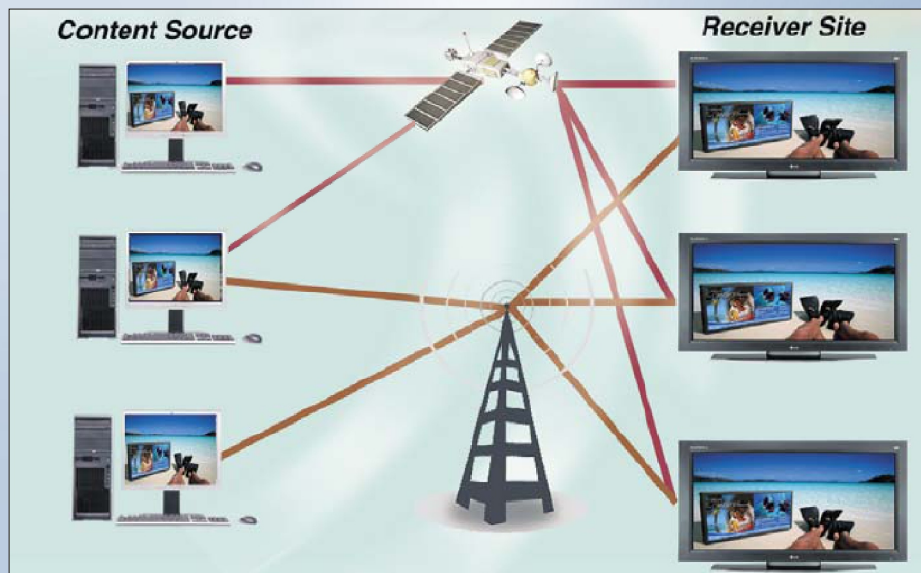
SkyScrapper - Enterprise Distribution Platform

Multipoint content and data distribution is becoming increasingly important in a variety of contexts including targeted advertising, corporate training, higher education and homeland security. However, the increasing use of video and other rich, multimedia materials as well as increasing need for up-to-date and real-time information pose significant challenges in the distribution infrastructure. These changes present new requirements to have large amounts of continuously updated content delivered to substantial number of geographically distributed sites.

The Internet and corporate WAN distribution is expensive and inadequate in many situations:

- Sites with limited broadband Internet coverage, such as strip malls, remote offices, health care facilities, first responder sites or military units in the field
- Secure access to remote sites through firewalls due to virus and security concerns
- Delivering high quality streaming video even to sites with adequate broadband Internet access.

SkyScrapper is a versatile enterprise content distribution platform utilizing data broadcasting to build hybrid networks for highly efficient point-to-multipoint content distribution that also allows for targeted point-to-point delivery.



The flexible SkyScrapper system supports any multipoint digital transport medium including satellite, digital cable, digital terrestrial TV, or any IP multicast. Open interfaces, the Library Builder™ toolkit and a modular architecture provide an end-to-end environment for content distribution. These applications can be adapted to any digital network and generate a variety of revenue streams or save information distribution costs.

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