

Via Satellite's

Tech Focus REPORT



helius

Enabling Data Broadcast For Business

Data broadcasting delivers video, audio, streaming data and other digital or multimedia content to multiple locations simultaneously. Data broadcasting is the medium for the delivery of successful business television, interactive distance learning and high quality digital signage solutions. Helius enables simple, secure and reliable integration of satellite and terrestrial networks with a managed data delivery platform.



Helius delivers business-class data broadcasting solutions. Its products provide customers a comprehensive enterprise-wide data broadcast infrastructure. With this infrastructure, customers deliver corporate broadcasts, distance learning or training programs and digital signage solutions. These products provide corporate organizations solutions for both marketing and employee development challenges.

Enabling Business Television

Business Television (BTV) has been in use for many years. This is the in-house network for the CEO and other corporate executives to address the entire organization or outside audiences during financial updates, product launches and other significant corporate events. However, successful organizations are recognizing that this network can be leveraged as a broad corporate commu-

nications tool to share information to large groups of users.

Helius technologies enable these organizations to deliver corporate broadcasts securely to internal and external audiences. Using the Helius MediaLock technology, certain broadcasts can be securely delivered to select locations while other information is delivered to a broad audience. This enables organizations to expand their BTV network to include business partners and customers.

For organizations offering multiple channels of corporate information simultaneously, the Helius MediaGate Router can receive and display available channels and content using a standard program guide format.

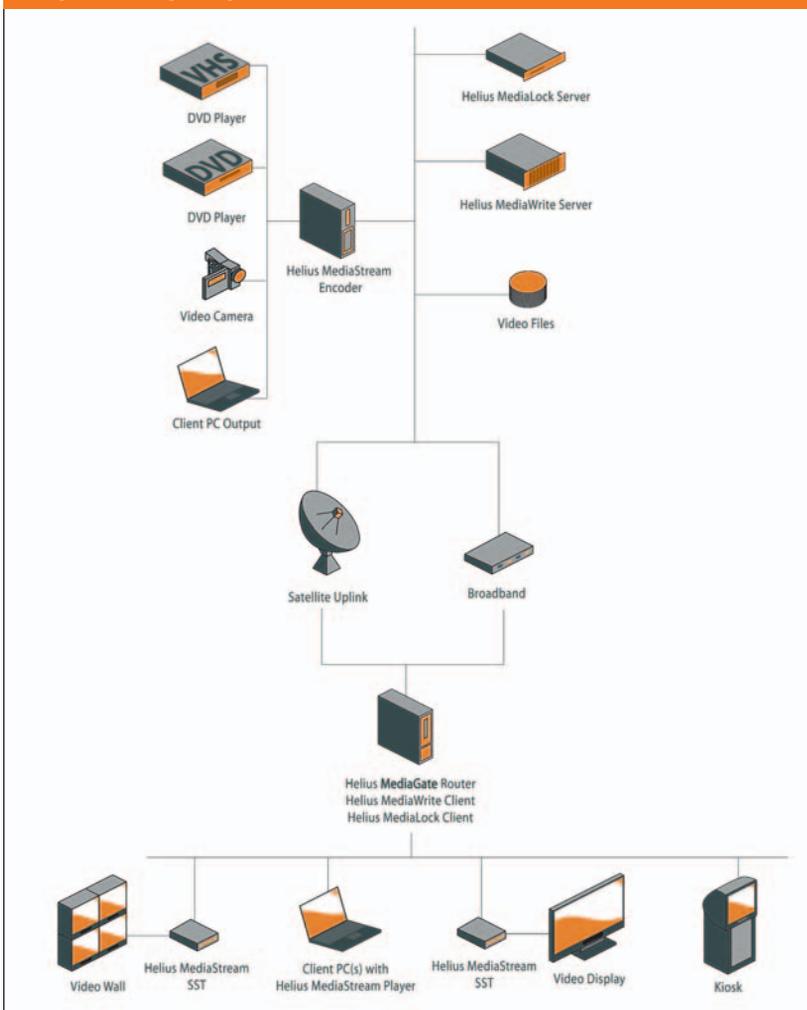
Another communication challenge for BTV networks is getting people in front of the broadcast. Traditionally, the BTV receiver is in a central conference room where everyone must gather to

One Platform – Many Solutions

The true power of the Helius solution lies in the flexibility of the core software. The Helius Media Core software is at the foundation of all the Helius product families. This foundation software enables all Helius products to offer simple, secure and reliable solutions to business needs. Key Helius products include:

- **Helius MediaGate Router:** The Helius MediaGate Router™ is a complete DVB receiver, IP compliant router and open application server platform. Because of its modular design, the Helius MediaGate Router can be customized and updated easily.
- **Helius MediaWrite:** Helius MediaWrite™ gives organizations the ability to maximize the use of their bandwidth by organizing and scheduling the multicast delivery of data files (video, audio, etc). Also, MediaWrite gives customers file validation and confirmation to ensure accurate delivery of all information.
- **Helius MediaLock:** Helius MediaLock™ provides IPSec security for multicast data and granular conditional access control for data broadcasting infrastructures using Helius MediaGate™ Routers and Helius MediaWrite™. The Helius MediaLock solution enables the update of keys manually or automatically from a remote location.
- **Helius MediaStream:** The Helius MediaStream™ products are MPEG playback infrastructure for enabling corporate communications. Whether you use the Helius MediaStream™ Player for Windows desktop playback of multicast MPEG content or the Helius MediaStream SST for remote MPEG decoding, both will give you results and complete a powerful media solution.

Digital Signage Network



view the session. Using the Helius MediaGate Router, customers can receive the broadcast and simultaneously display on a monitor and stream the content across the LAN allowing users to watch the broadcast at their desk using any MPEG stream viewer.

For members who are not available for the live broadcast, the Helius MediaGate Router can record and store the broadcast for on-demand playback. Using a standard remote control, the user can select the recorded content and play the files back.

Enabling Distance Learning

Commercial enterprises with geographically-dispersed employees need an effective way to provide interaction with corporate headquarters. For example, sales representatives must have training on new products, which often requires feedback to corporate that the content was understood. Additionally, engineering expertise is not always centralized, which makes the delivery of effective technical training a challenge. Individuals located away from corporate headquarters requires access to timely information not often available via mailed material.

These geographically-distributed enterprises can reduce costs and improve results by deploying an Interactive Distance Learning (IDL) infrastructure. A traditional classroom environment materializes where student-to-instructor interaction is re-created for the most effective knowledge transfer. Field staff and others receive the benefit of up-to-date product information and sales training without sacrificing time in front of the customer.

This same infrastructure is easily extended to business partners. For example, product companies can train partners on a new product prior to its launch, maximizing the company's probability for a successful entry into the market.

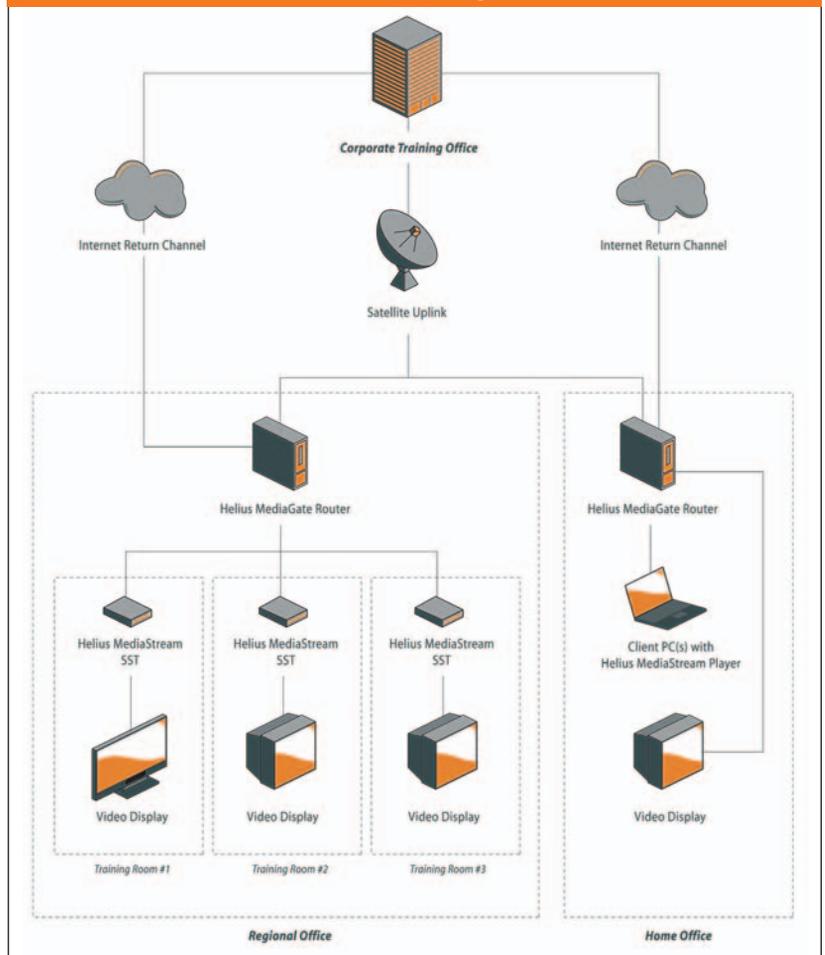
In environments where training content needs to be stored and available for on-demand playback at later times, the Helius MediaGate Router offers complete flexibility.

The Helius MediaGate Router with OneTouch offers a solution by integrating the OneTouch site controller and Touchpad functionality with the power and flexibility of the Helius MediaGate Router. The unique blend of receiver, router, site controller and application server offers an industry leading IDL solution for organizations of all sizes.

Enabling On-Demand Digital Signage

Digital signage is a method for delivering advertisements, creating sell-through, enhancing product visibility and announcing product promotions within the modern retail store front.

Interactive Distance Learning Network



Digital signage is most commonly delivered in the form of rich-media audio and video content and can be either "live" or recorded. Its real-time nature creates the opportunity for retailers to deliver content when it is needed at the moment it is needed, and at the time that it will be most effective—at the point-of-sale. This approach gives retailers an additional tool for building brand recognition, offering merchandising services and maximizing sales.

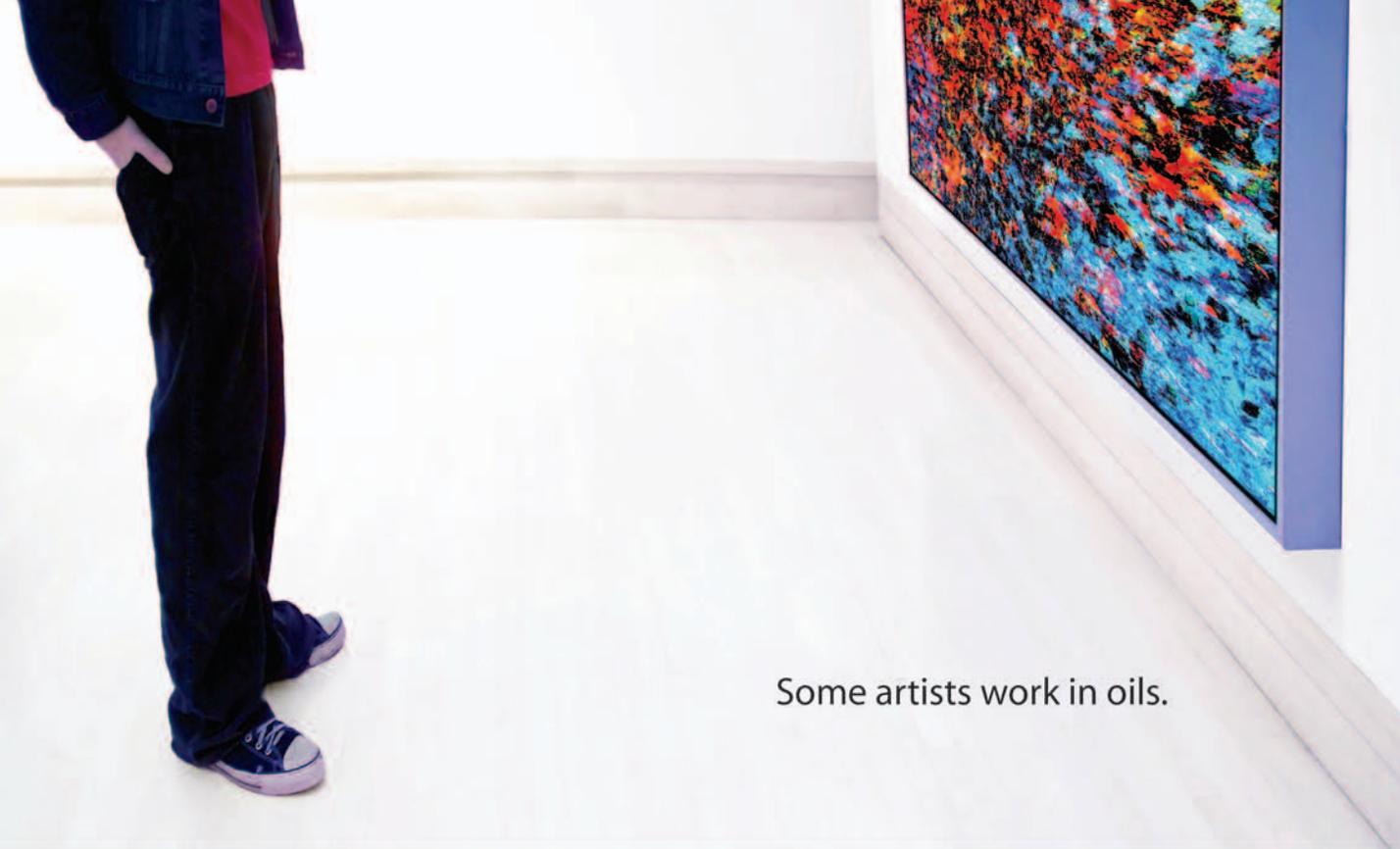
Some organizations have tested the digital signage market by trying VHS or DVD playback devices. These methods produce two critical roadblocks. First, the timely delivery and information or "freshness" of the content presents logistical challenges that undermine the project. The second roadblock is control, the ability to control when and if the content is properly displayed. By using Helius solutions, the home office can maintain control over what is played, when it is played and when it is

updated. Likewise, they can delegate control to local sites to determine the playback routines, thus maximizing the sales and demographic data in determining what is shown.

Digital signage can be delivered in two styles; continual playback and interactive. The modern retailer will use a combination of both styles to maximize customer impact. First the continual playback will be used to offer enticing, attention-getting content. Then, the interactive style is used when the customer approaches the digital sign.

Retailers who use digital signage as part of their marketing tool suite recognize the value of targeting customers by location, time of day and customer interaction. The Helius platform enables them to not only manage and present information in an organized and structured fashion, but also track and report the activities of the digital sign implementation and its impact.

—By Nick Mitsis



Some artists work in oils.

We prefer plasma.

What does digital signage mean to you?

With our help, it can mean remarkable new opportunities for your brand and your business.

Helius is the first company to make the complicated process of delivering exactly the right video content to thousands of screens practical and easy. Our digital signage solutions are flexible enough to accommodate your creativity, adaptable enough to meet your toughest requirements, and affordable enough to make digital signage a compelling option for your business right now.

Call Helius to explore the possibilities. And start turning your message into an art form.



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