



adVantage

The Adtec Digital Enterprise Ad Insertion Solution

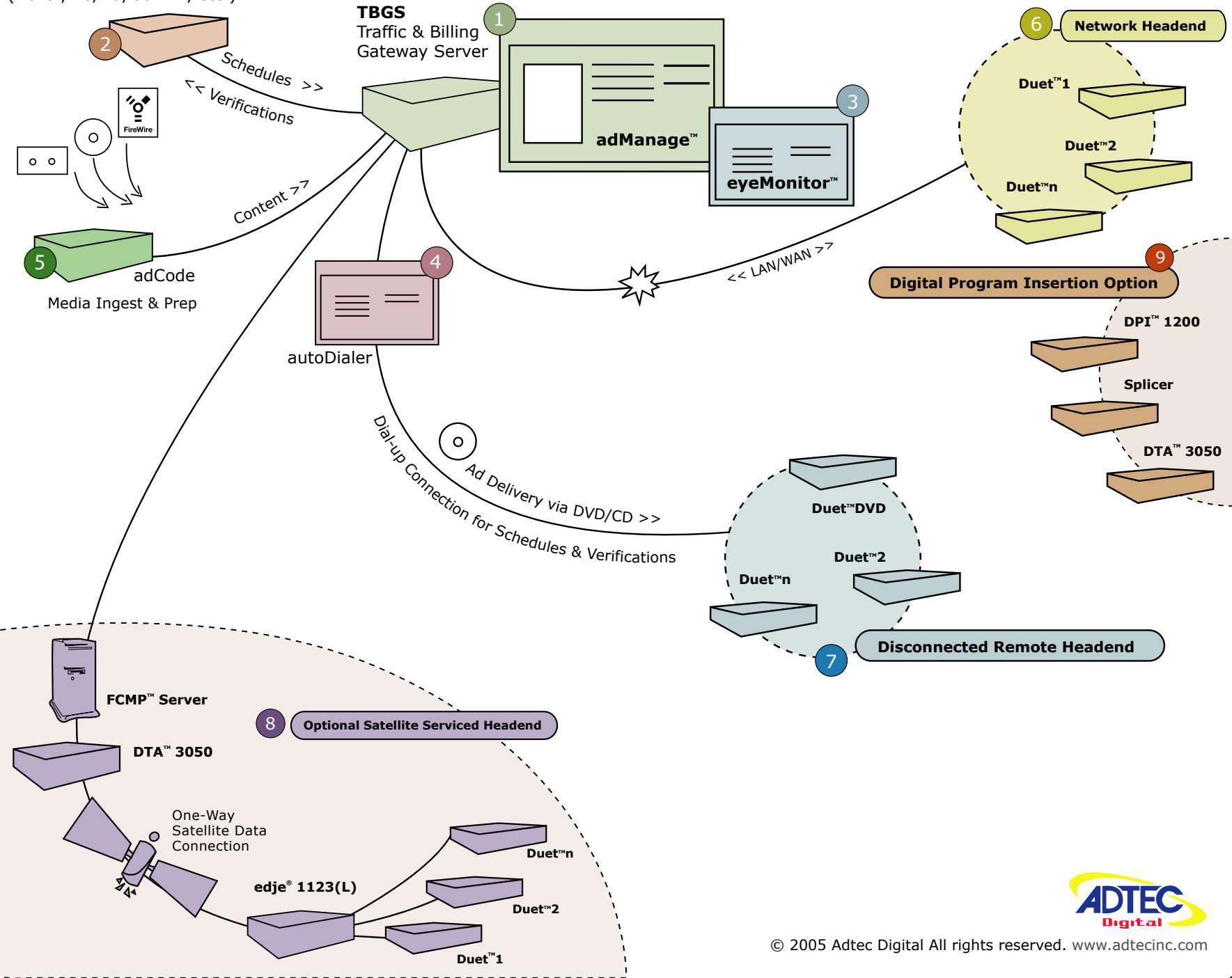
adVantage - Adtec Digital's enterprise-level ad insertion solution gives you distinct advantages unavailable anywhere else. Our approach features a scalable architecture, seamless integration with popular traffic and billing packages, flexible, and reliable media distribution with management of data across your entire system. By offering innovation, reliability and rapid return on investment, Adtec Digital is uniquely positioned to support the needs of the ad insertion enterprise, regardless of the size or complexity of your operation. Because Adtec Digital supports not only current ad insertion platforms like analog and serial digital (SDI) switched digital insertion but also emerging technologies like digital program insertion DPI (splicing), you can be sure that your investment is going to be future proof.



www.adtecinc.com

Traffic & Billing

(Novar, 20/20, adLink, etc.)



1 adManage/TBGS

At the core of the adVantage solution is the TBGS traffic and billing gateway server and the adManage software application. This is the gateway that invisibly coordinates the complex flow of media and data across the enterprise. adManage streamlines the process of getting the right ads, schedules and verifications to the right places at the right times, resulting in high customer satisfaction levels and increased revenues. The powerful server architecture and SQL database offers rapid access to current data via the browser interface supporting customizable alarms with notification via paging, email or text messaging.

2 Traffic and Billing

adManage merges local and interconnect schedules to create a master insertion schedule for each channel at each headend. After commercials are played, adManage creates and sends separate verification files to local and interconnect traffic and billing systems facilitating seamless media and data management across your enterprise.

3 eyeMonitor

The eyeMonitor interface graphically displays the status of all headends and channels in the enterprise on a single screen. It provides visibly better real time status and highlights exceptions so that corrections can be easily made.

4 autoDialer

The autoDialer application provides a back channel for schedule distribution and verification retrieval over a simple phone line. This feature is essential for disconnected remote headends and adds redundancy in networked headends, all for the price of a phone call.

5 adCode

New media is ingested and prepared by adCode and sent to adManage for storage and distribution to the headends. Sources can be tapes, DVDs or over FireWire™ from nonlinear editors. The architecture of adCode supports Cable Labs VOD and SCTE encoding standards, an important aspect that future proofs your investment. Use adCode to seamlessly bridge the transition from analog and SDI digital insertion to DPI. adCode prepares the highest quality DPI ready media in the industry. Compatibility with other ad insertion systems is standard innovation at Adtec.

Headends

In an ad insertion enterprise, there are likely to be several different types of headends with varying levels of connectivity available. From networked LAN/WAN to satellite to disconnected remote, adManage can work with them all. Flexibly better by design.

6 Networked Headend

A networked headend has an existing broadband LAN/WAN connection, such as a T1 line or cable modem. adManage uses this connection to send ads and schedules and receive verifications and status

monitoring. Ad insertion is performed by Adtec's scalable single-channel Duet or Duet-SDI. Since each Duet is a single-channel modular unit that is totally self-contained, the system is fault tolerant by design. Media distribution within the headend is invisibly performed via multicast techniques making it available to all inserters all the time.

7 Disconnected Remote Headend

What can you do when a headend is so small or remote that it has no economical network connection and satellite is not an option? Media can be ingested by adCode and burned onto a CD or DVD and sent to the headend where the disk is simply placed into a Duet-DVD unit. The Duet-DVD automatically makes all the ads available to every unit at the headend. At the remote headend, adManage performs schedule distribution, status monitoring and verification retrieval over standard phone lines (PTSN) via dial-up modem through autoDialer.

Options

8 Optional Satellite Serviced Headend

In headends without a network connection, media and data distribution can easily be achieved via satellite. Here's how it works. At the central office, adManage sends the media and schedules to Adtec's FCMP server which prepares the data by adding forward error correction then multicasting it to the Adtec DTA-3050 multiplexer for encapsulation and encrypting prior to the multicast uplink. At each satellite headend, an Adtec edge-1123 with built-in satellite data receiver unscrambles and distributes the media to the Duet, Duet-SDI or DPI-1200 units. At the satellite headend, adManage performs schedule distribution, status monitoring and verification retrieval over a simple phone line with a dial-up modem through autoDialer.

9 Digital Program Insertion Option

Adtec's DPI-1200 digital-into-transport (DIT) ad server takes the place of up to twelve Duets. Designed for the all-digital headend, the DPI-1200 will deliver seamless splicing effortlessly in concert with Duets in your analog systems. The DPI-1200 can deliver up to twelve programs to the ad splicer. adManage transparently delivers media and schedules and retrieves verifications and status monitoring in the DPI environment just as in any other type of headend. The adGroomer provides automated transcoding of media from legacy encoders making the media compliant with Cable Labs VOD standard which has been chosen by major MSOs as the standard for DPI media ingest.

Did You Know?

- Adtec's largest interconnect has over 10 million subs.
- The typical return on investment in an Adtec headend is six months or less.

Benefits

- Scalable architecture per channel
- Seamless integration with other systems
- Ease of distribution
- Future proof
- Rapid return on investment

adVantage
Enterprise Ad Insertion Solution

About Adtec

Adtec Digital is a world-leading designer and manufacturer of innovative technology for ad insertion, digital television delivery and multimedia digital video applications. Our commitment to continually developing new and innovative technology, coupled with twenty years of experience gained from delivering this technology globally to competitive and diverse markets, positions us to assume leadership in these markets without compromising our reputation for value. Adtec Digital offers customers rock solid engineering, powerful features and the ability to generate unmatched bottom line revenue.

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