



Delivering Innovative MPEG Solutions

News From Adtec Digital

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Adtec Digital's PVN Solution Delivers Network Media Programming to Hawaiian Tourists

Nashville, Tenn.—Thousands of tourists in Waikiki, Hawaii are broadcast advertisements and programming using Adtec Digital's Private Video Network solution.

Network Media implemented Adtec's PVN solution for visitor channels airing programming about dining and entertainment, shopping and lifestyle, and sights and activities, in major hotels across the island.

"Adtec's PVN covers hotel rooms, lobby displays and on-site restaurants and is viewed by thousands of visitors everyday," Adtec Technical Support Representative, Brian Adair, said. "The content includes advertisements for restaurants, shopping centers and attractions, as well as weather forecasts and a daily newscast."

Adtec's edge digital video players and Traffic and Billing Gateway Server (TBGS) make up the customizable, PVN solution, offering remote IP distribution of content and management of units, scheduling MPEG clips for playback at specific times, retrieving verification reports for billing ad clients, and graphically displaying the status of all units in the enterprise so exceptions can be identified and corrected quickly.

"Adtec's edge units log into the TBGS and retrieve all new or updated content within the drive, based on the host timer of each edge," Adair said. "Each 'channel' has its own folder on the TBGS. Network Media encodes material and places what is needed into the particular assigned folder and our edge units log into the server and retrieve the files requested."

"Before Adtec, Network Media was burning DVDs of their content and playing it back on DVD players at each hotel," Adair said. "The DVD players were unreliable, costly and time consuming to maintain, and they could only loop the content."

"Network Media is extremely pleased with Adtec's equipment and its performance," Network Media Director of Studio Operations, Sheila Rydell, said. "Adtec equipment is sturdy and dependable and doesn't require the heavy maintenance cost associated with a PC-based system."

"The Network Media PVN solution streamlines the complex process of getting the right content and schedules to the right places, on time and in budget, resulting in higher customer satisfaction levels and increased revenues," Adair said. "In fact, other local hotel chains heard about the Adtec solution and are inquiring about how we can set up a similar system in their own hotels."

Network Media, the official television station of Hawaii Visitors and Convention Bureau, publishes nine magazines and operates nine television channels available to tourists in hotel rooms, including two Japanese language channels. Since 1993, Network Media is Hawaii's most celebrated and diverse visitor-oriented media company. For more information about Network Media, visit www.besthawaii.com.

Enders & Associates, systems integrators based in West Hills, California, is dedicated to long term relationships and is built upon serving and meeting the changing needs of customers. Enders & Associates provides solutions for the new face of television. For more information about Enders & Associates, visit www.enderstv.com.

Adtec Digital designs and manufactures innovative technology for digital television delivery, IP streaming, commercial insertion, and multimedia digital video applications. Adtec Digital products offer rock solid engineering, powerful features, scalability and the ability to generate unmatched bottom line revenue. For more information about Adtec Digital, visit www.adtecinc.com.