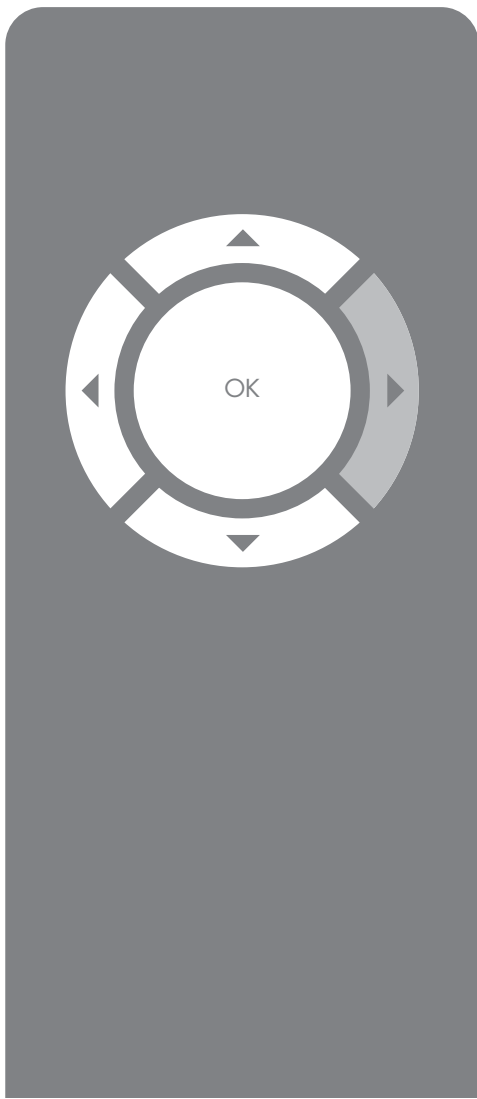


A NEW DIMENSION OF INTERACTIVE ENTERTAINMENT SOLUTIONS



Internet
Hotel Services
Telephone
Entertainment
Video Games
Films
Music
TV
Radio



END-TO-END IP SOLUTIONS FOR ENTERTAINMENT AND COMMUNICATIONS SERVICES TO MEET YOUR BUSINESS OBJECTIVES



HOTELS



CORPORATE BUILDINGS



OLUTION NT TIONS JETIVES



ALCAD provides you with a simple, cost effective Internet Protocol television (IPTV) solution for high quality digital TV, and offers value added communication services, such as Video on Demand (VoD) and Digital Signage, over a single IP network.

Our open standards system combined with our experience in communication networking allows us to deliver an integral customised solution to meet your business objectives.

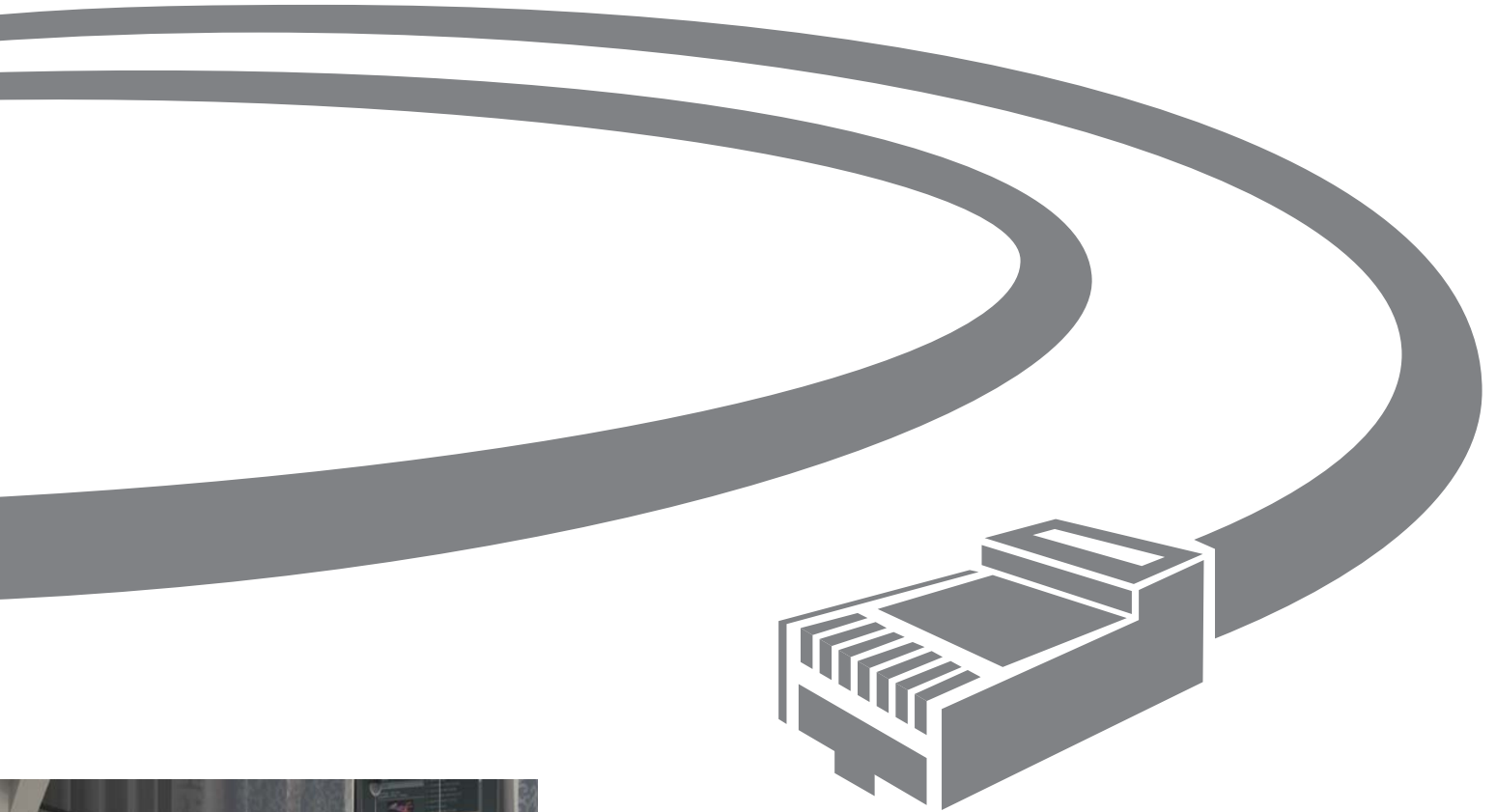
UNIVERSITIES



SHOPPING CENTRES



ALCAD IPTV KEY BENEFITS



Fully integrated IP solution

- End - to - end service for the deployment and integration of new on-demand personalized entertainment, blended with voice and multi-media services
- One single IP cable network for all Data, Voice and Multi-media services (triple-play)

Perfect image quality

- ALCAD IP head-ends regenerate TV signals: you get a perfect image wherever the TV input signal is noisy or weak

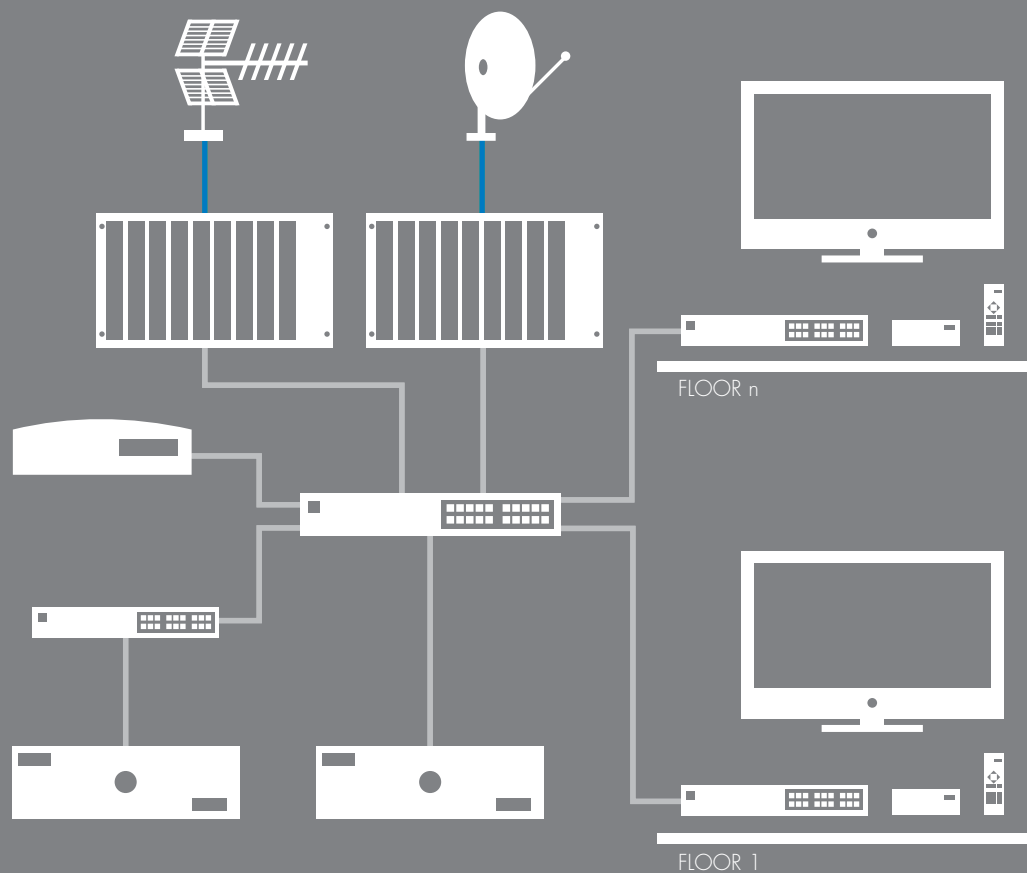
Simplicity

- Simple user Interface
- Remote maintenance

WHAT DO I NEED?

Any installation is mainly based on:

- Reception of TV signals: satellite dish, DTT antennas, A/V input...
- Streamer head-end converting TV signals into Internet Protocol (IP)
- Distribution Management through a main server
- Distribution Network composed of Local Area Network (LAN) switches and UTP/STP cable
- IP decoders or STB which convert IP streams into audio/video signals for the TV screen
- Media contents managed from a music and video on demand server



INSTALLATION DIAGRAM

SERVICES

Alcad provides a global communication solution

Engineering Services

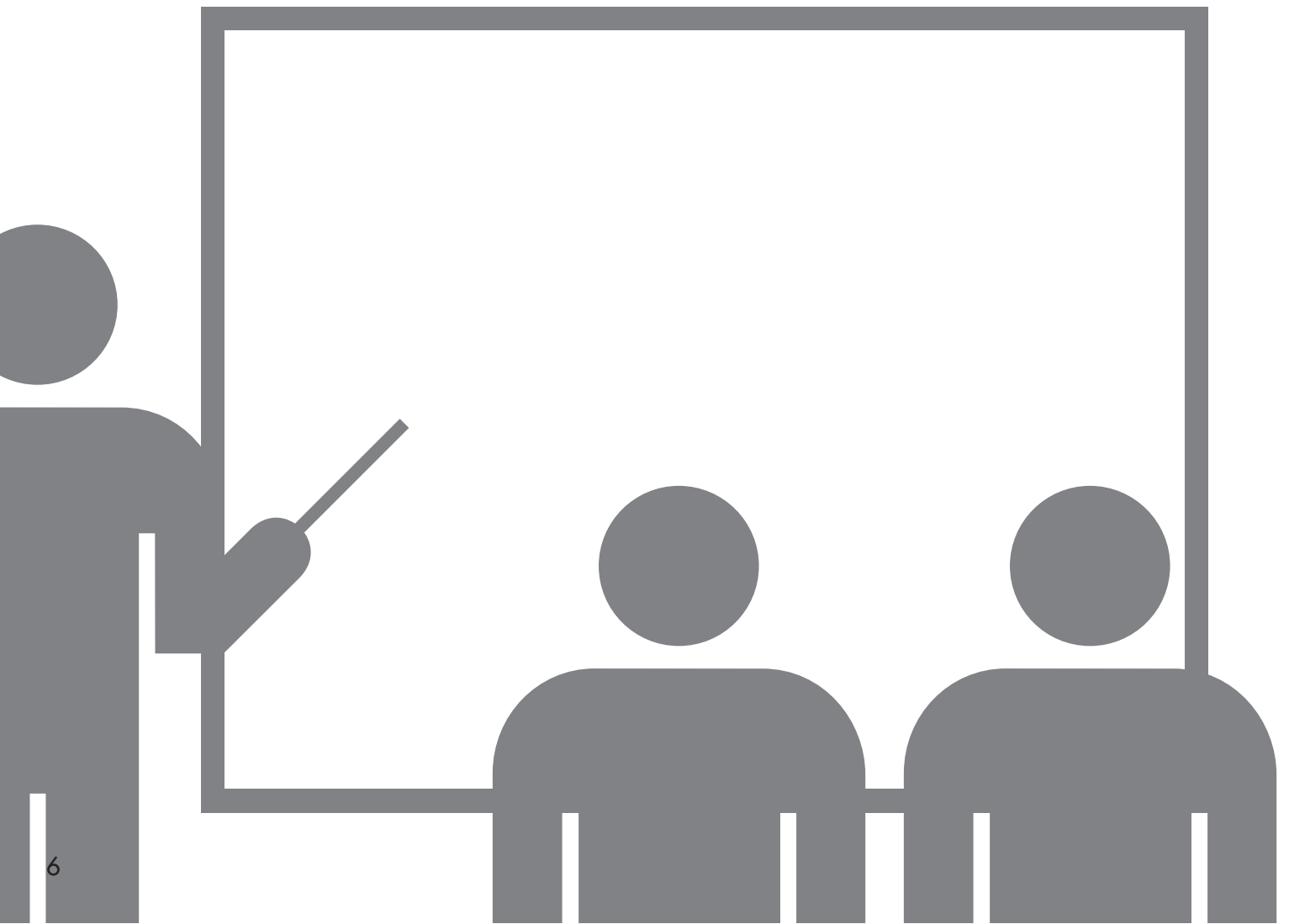
Our engineering services team is at your service to assist you in the design of your projects.

Alcad online

The highly qualified technical services team efficiently answers any installation challenge you may have

Training

In addition to technical and engineering assistance, Alcad provides training in their corporate centres or in your area.



STREAMING HEAD-END

More than 300 TV channels in one head-end
with a perfect definition



915 Series streaming equipment broadcasts multicast streams and TV/radio channels selected from DVB-S transponders, DVB-T multiplex or A/V input, over a TCP/IP network.

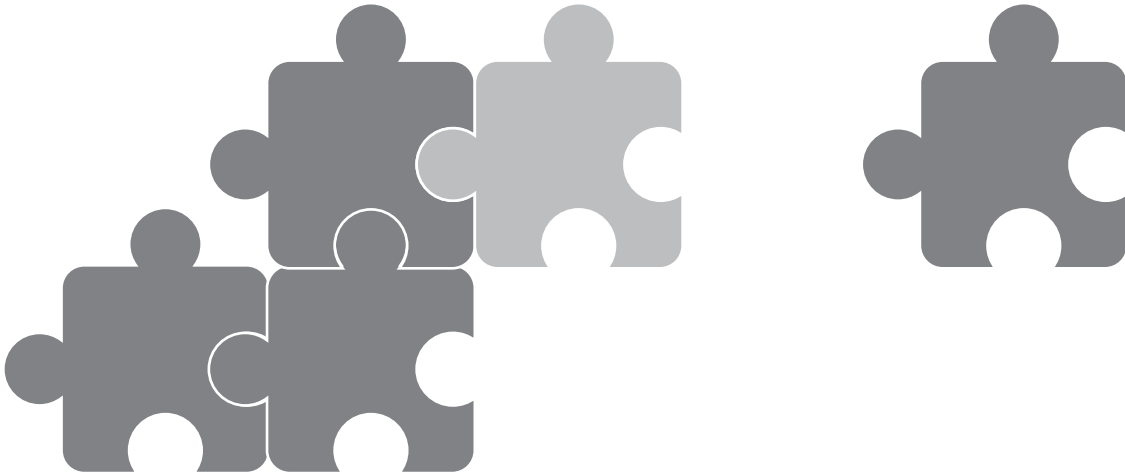
TV services broadcasted as IPTV streams can be viewed on an individual IPTV receiver or by using video reproduction software.

Each module can handle up to 8 MPEG streams; the IP broadcast, therefore, consists of 8 TV/radio services per module.

Streaming modules can be remotely configured via web.



MIDDLEWARE



Middleware solutions to fit your needs. Alcad provides tailored modular solutions that allow for updates and future additions to the system.

Technology

- High Definition available

Installation

- Quick and easy installation (automatic STB configuration)

Customization

- Customizable Guest Interface (corporate look and feel)

Integration

- Integrated with any PMS: check in/out, billing, messaging, invoice view
- Compatible with any TV set (CRT, plasma, LCD, LED)
- Integrable with third-party IP solutions: telephony, surveillance, access control...

Usability

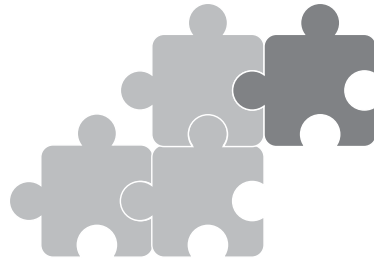
- Friendly and intuitive multilanguage user interface
- One single remote control for full TV and system control

Monitoring

- Constant monitoring of the platform status and activity
- Full system overview

Management

- Easy remote management of the system through web user interface



BEIPTV

New Age TV

The definitive middleware platform for a complete and easy management of IP traffic within IPTV networks.

BASIC FUNCTIONALITY

Channel List Customization:

- Easy and quick creation of a single or multiple TV channel lists
- Each channel list can be assigned to different users or groups of users

Channel Properties:

- TV channels can be assigned to groups of channels created as desired
- TV channels can be made available only to certain groups of users
- TV channels can be made available only during certain time periods
- TV channels can be set as Pay TV channels

User Properties:

- Different user profiles available with different user rights
- Groups of users can be created as desired

EPG & Teletext:

- Electronic Program Guide and Teletext available from user interface

Remote Channel Selection:

- TV set can be managed remotely to display specific TV channels

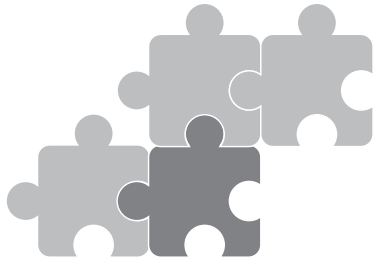
High Availability:

- Channel list locally stored in each client's equipment
- Server redundancy (cluster design)

IGMP Querier:

- BEIPTV server performs the querier function within the network






A world of services

The most complete interactive TV system designed to provide guests with the highest value services and the best entertainment contents. Perfect in-room experience through a long-lasting, advanced digital solution with low maintenance costs.

BASIC FUNCTIONALITY

Guest Services (to be easily handled by guests):

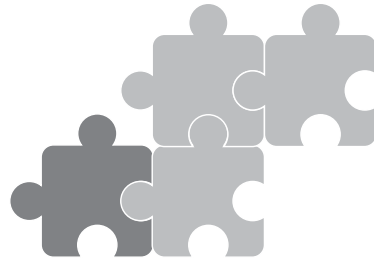
- Wake-up call
- Conference Channel
- Language Selection (default language according to guest's nationality)
- Parental Control
- Room Service

Hotel Services

- Welcome Message
- Hotel Information
- Corporate Channels
- Advertising
- Messaging System
- Guest Survey

Internet on TV





onD3mand

Entertainment at your fingertips

The contents you want,
delivered the way you need

- Video on Demand
- Music on Demand
- Games on Demand

High reliability Streaming Server

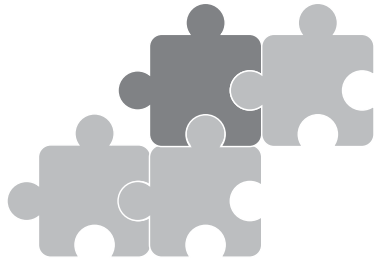
- Real Video/Music on Demand with complete trick-play functionality
- Secure content distribution

Highest-value content packages in several languages

Possibility of including your own contents

- Local TV channel
- Local advertising





ADTRAXION
awareness on the spot

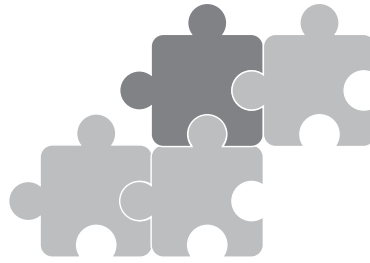
Digital signage
solutions...
the smart way to
display your message



Adtraxion software/hardware system provides a comprehensive plug & play digital signage solution that offers enhanced personalization and ease of use resulting in a quantifiable increase in the effectiveness of information and branding messages.

Adtraxion allow you to get your message across effectively, conveniently, distinctively and profitably.

In hotels, banking, corporate and educational campuses, shopping centers, retail outlets...Adtraxion is an unrivalled medium for reaching your customers.



ADTRAXION
awareness on the spot

ADTRAXION
awareness on the spot

Keep your
message moving...
and your revenue
flowing

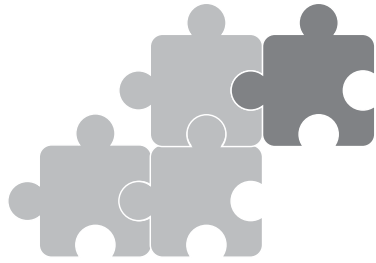
Ease-of-use

The procedure for using Adtraxion is extremely straightforward. Using the Adtraxion Manager software, you select, sequence, schedule and distribute content, easily and effectively, on your desktop PC or laptop.

Stay in control at all time

Once your sequences are created and your schedules operational, Adtraxion allows you to monitor activity and stay in control.





hospitalia

Service revolution reaches hospitals

The most complete interactive TV system designed to provide patients with the highest value services and the best entertainment contents. Perfect in-room experience through a long-lasting, advanced digital solution with low maintenance costs.

Patient Services, easily handled by patients:

- Nurse Call
- Wake-up Call
- Language Selection
- Parental Control
- Room Service
- Ancillary services

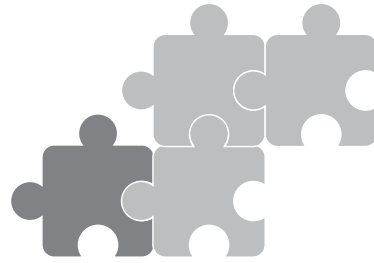
Hospital Services

- Welcome Message
- Hospital information
- Corporate Channel
- Advertising
- Messaging System
- Medical Services

Internet on TV

- PC on your TV setup





iP▶voice

Data and Voice convergence to take advantage of the benefits of a new generation applications, services and cost reductions that customers are expecting

Company's Voice Virtual Private Network

Availability of Voice Services is a further guarantee of improved business efficiency.

Scalability for single site and distributed companies

The scalability and flexibility of iVoice allow for gradual investments in step with the customer's actual needs.

This gradual approach works well for both single-site companies and those with geographically distributed sites.

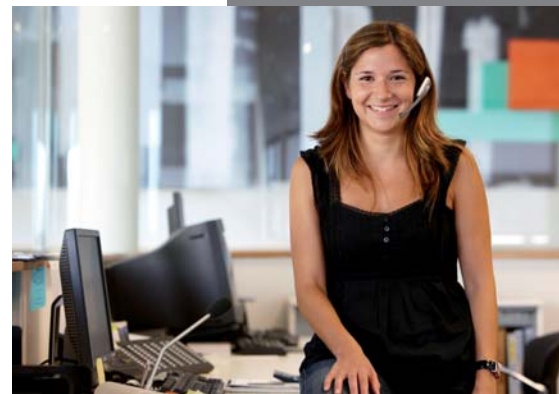
Businesses can optimize and guarantee a good return on their investments (ROI).

Messaging Applications

- Voicemail: providing voice messaging and an automatic operator.
- Voice2Email: signaling of voice messages to an email address and listening via browser.
- Fax2Email: a fax server enabling faxes to be sent and received via email.
- SMS2Email: enabling SMS to be sent and received via email.
- Unified Data email, fax, voice, MMS, SMS, video.

Complete range of devices

- Full mobility of services: analogue, digital, IP, Dect and WiFi phones, PC based.
- Personal Telephony applications (softphone), palmtops and smartphones.
- VoIP (Voice over IP) systems guarantee an effective integration with other applications such as conferencing and collaboration, meaning improved productivity.



Internet
TV, Radio

Hotel
Services
Telephone

Entertainment,
Video Games,
Films, Music



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