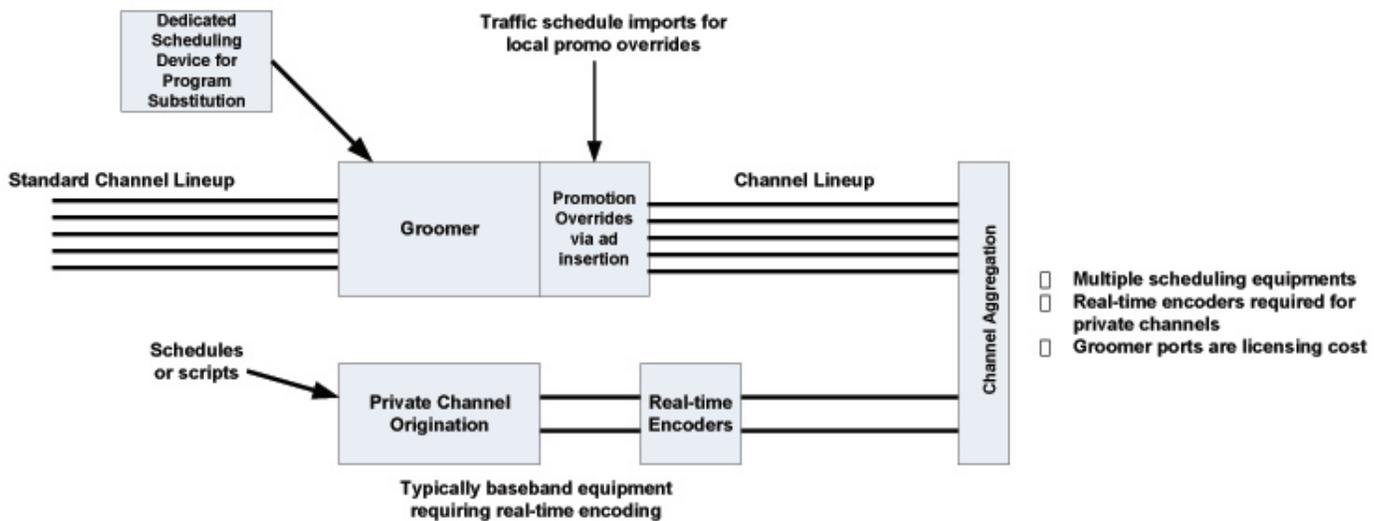


Building New Commercial Business While Streamlining Program Substitution

IP-based digital video switching and simple local override capability are just the beginning of the potential benefits of integrating a TelVue® IP digital broadcast server into your network.

The Canadian law that requires TV distributors to substitute a local signal for a foreign signal when both are carrying the same program can cause workflow headaches for broadcasters. The odds of human programming errors are greater; portions of programs can be lost; and keeping track of these in your scheduling logs can be an inefficient process.



If you are an operator who needs to switch secondary, long-format video content into a primary video stream, digital switching can be an attractive alternative to the cumbersome processes involving remultiplexers or groomers, where numerous scripts and logs must be generated and managed by specialized devices. TelVue IP broadcaster servers also have scheduling and schedule reporting solutions that are far more efficient than any individually-operated scheduling system.

The TelVue® HyperCaster™ and IP-based Switching

TelVue’s HyperCaster IP-based digital broadcast server brings you such state-of-the-art features as:

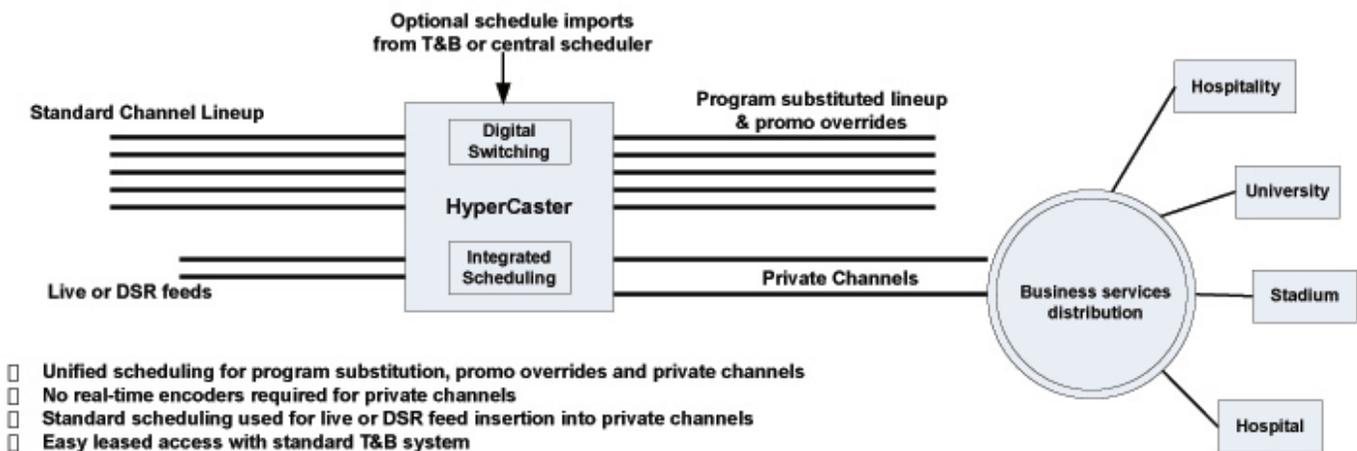
- **Digital video switching.** By moving program substitution switching to the IP domain, operators can relinquish remultiplexer-groomer ports assigned for program substitution, reducing port licensing costs.
- **The HyperCaster can be scheduled locally,** or through schedule imports from a central facility.

A network of HyperCasters receiving schedules from a central facility will continue to execute even in the event the local communications network is down. The HyperCaster also provides “as-run” logging used for schedule verification.

- **Combined Local Override Capability.** These same scheduling features can also be used to override the promotional advertisements in shared programming from neighboring operators, and replace these with local promotional segments. This saves the local operator the trouble of having to use separate and costly ad-insertion equipment.
- **The HyperCaster also has IP capture capability** that would enable an operator to take in alternative programming such as a live event, and capture it while airing it or for later re-broadcast. For example, an operator who has reached the limit of non-local programming in a given time period could capture distant programming for rebroadcast at a later time.

Building New Commercial Business

A single HyperCaster can support as many as 20 channels from 1 RU of rack space, and offers the operator new opportunities for creating localized programming. These might be campus zones, MDU zones or venue-specific zones such as a hotel, university or stadium. The HyperCaster is well-suited to create multiple zoned-based programming (i.e. private channels) from a single unit, and includes redundant power supplies and RAID protection for resiliency. Or the operator might own and operate smaller 4-channel HyperCasters installed at the venue sites, as part of various edge solutions.



Using hotels as an example, here is how the HyperCaster can deliver private channels directly into an in-house digital channel lineup:

- A hotel’s private channels might include a Hotel Information Channel (HIC), providing quality HD programming showcasing the hotel’s various venues, grounds or events.
- The hotel may provide a Hotel Open Channel (HOC) as a service to their event customers, which can become a new source of revenue.
- A hotel might also use the HyperCaster to source one or more channels for digital signage points within the hotel grounds.

In stadium venues, the TelVue HyperCaster can provide high-definition channel distribution of file-based and live linear programming to multiple zones of digital signage. At any time, any or all zones of digital signage points can be scheduled to receive either file-based public service announcements, or live feeds generated from within the stadium venue.

The HyperCaster is also a great solution for sourcing University-generated channels to be aired on campus in several ways:

- The University channels could broadcast file-based education programming developed by the University
- The HyperCaster can facilitate day-parts of live local programming, or various national programs fed from a satellite receiver.
- The HyperCaster is also capable of capturing incoming feeds (i.e. class lectures) while being aired, and make these available as programs for rebroadcast at a later time.

The TelVue HyperCaster = Cost Savings, Workflow Efficiency and New Revenue

Consider the TelVue HyperCaster as an affordable way to streamline the workflow involved in specialized scheduling requirements such as program substitution, zoned distribution, local overrides, and private channel applications. The HyperCaster can be scheduled locally or through schedule imports from a central facility. Combine these features with TelVue's reputation for solid 24/7 technical support, and you have a multi-faceted IP broadcast, scheduling and automation solution in a single, powerful box.



POWERING IP BROADCAST™