

IPTV Business

by Prescient Worldwide



Prescient Worldwide's IPTV Business service takes advantage of your existing broadband Internet connection to distribute full-screen, broadcast-quality video to remote locations. Viewers can watch IPTV streams on their computers or through televisions by way of a set-top box.

While IPTV may seem similar to traditional satellite and cable services, implementing IPTV services in your business can result in significant savings over both these technologies. And that doesn't even address the real power of IPTV - CONTENT. IPTV allows you to custom tailor your content for your employees or customers.

Distribution of custom content

IPTV allows you to broadcast your own content to multiple locations at lower costs compared to most other broadcast methods. From distance learning to in-store TV networks, IPTV can help reduce your video broadcast overhead.

Distribution of existing content

Prescient Worldwide's IPTV service can also provide your business with preprogrammed content. We offer a number of audience-targeted channels for your business. Programming such as sports, finance, how to and other informational materials are available.

IPTV Markets

- Retail
- Corporate
- Medical
- Educational
- Hospitality
- Government/Legal

IPTV Applications

- TV content broadcast
- Executive broadcast
- Training/distance learning
- Live events
- On-site/in-store marketing
- Entertainment
- Telemedicine
- Video-on-demand
- Video depositions
- Product Launch
- Process monitoring
- Clinical assessment

Challenges and Solutions

Communications challenges exist in every company today, ranging from the simple need to share information, to the more complex tasks of interactive communication and content management. Prescient Worldwide faces those challenges head on by offering IP solutions that are delivered on an open architecture application platform that will accommodate future growth. We create software and provide the infrastructure and tools to support the growing myriad of applications in the distributed IP Video market.

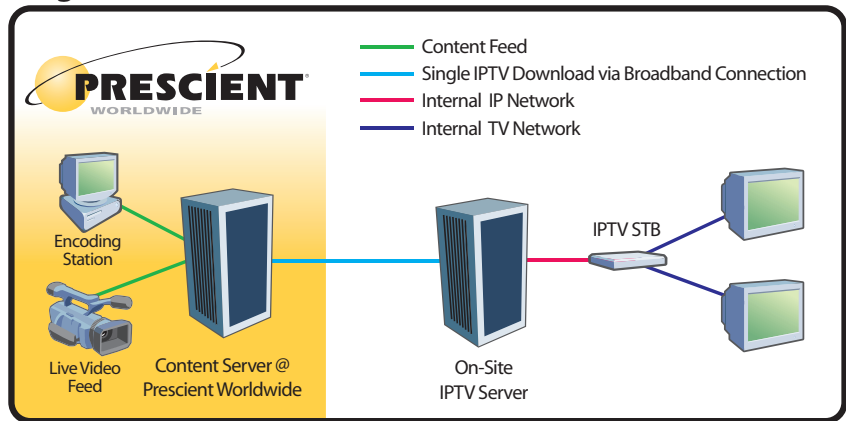
With Prescient Worldwide, customers are able to create the network infrastructure required to deliver custom training and interactive distance learning systems, digital retail media solutions, media and entertainment systems and many more emerging video applications. Prescient Worldwide provides solutions that allow your business to answer its complex communications challenges. Let us help you discover new ways to distribute your IP video communications.

How it Works

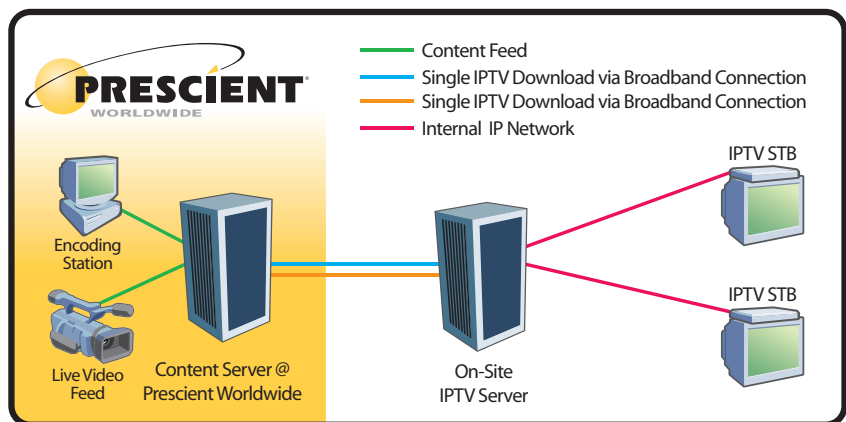
Prescient Worldwide offers two different IPTV business models, Single-stream and Multi-Stream. Giving your company the flexibility to apply the right plan for your specific needs.

The first step is the capturing of the video content. This can be accomplished via several means. The content is processed, compressed, stored and edited on a video server. The content can either be "live" (captured and processed in real-time) or pre-recorded and stored. These transmissions can then be sent via the network to either one or several stations for viewing singularly or simultaneously. Video over IP transmissions are scalable, cost effective, and very flexible.

Single Stream (Scheduled Content or Live Content)



Multi-Stream (Scheduled Content or Live Content)



Replace Satellite with an IP Network

Video over leased satellite lines is costly. But by using IP networks, it's possible to drastically reduce costs and expand your content resources without compromising the video's quality. Prescient Worldwide's Business IP Video solution gives you all the advantages of delivering video over IP, without any of the prohibitive costs involved in leasing dedicated satellite lines.

Prescient Worldwide delivers an End-to-End Solution

Prescient Worldwide's Business IP Video solution consists of a Video over IP compression and streaming platform which encodes and transmits multiple MPEG-2 streams over an IP network. On the receiving end, a broadcast quality rack-mount MPEG-2 decoder plays back the video footage in digital or analog to set top boxes.

Our full service offerings for newly designed networks include:

- Environment Design
- 24/7 Systems monitoring
- Manufacture & Installation
- Daily log/report
- Preinstalled initial Content Scripting
- Service & Maintenance of all systems

Our services for your current networks and existing fixtures include:

- Design renderings
- Manufacturing
- Custom, brand focused content creation
- Development & Engineering
- Hardware installation and system integration
- Custom software programming for dynamic content

Prescient Worldwide's IPTV Benefits

■ Cost Savings

By switching to IP based transmission instead of satellite, customers can save on expensive satellite links and dedicated lines.

■ Efficient Bandwidth Management

IP networks allow customers and operators to manage bandwidth in a far more efficient way. Bandwidth capacity corresponds to the bit rate of the streams being transmitted.

■ 24 Hour a Day Access

IP networks are accessible 24 hours a day as opposed to leased lines and satellite links that are leased on an hourly basis.

■ Excellent Video Quality

The use of MPEG-2 encoding ensures that broadcast quality is maintained.

