

# Video On Demand



## What is VOD?

***"A Virtual Video Player For Every User"***

**The ability to stream video and audio content over an Ethernet network in real time to either a set top box or PC with full video control functionality.**

Unlike conventional systems, our simple, cost effective Video on Demand system provides high quality, full screen digital video streaming over an Ethernet network using IP. Full on demand control for each individual user is available directly to a PC or, using an IP set top box, to a TV anywhere on the network.

Features such as play, pause, skip, visual fast forward and rewind come as standard along with software for content, session, administration and security management. A Conditional Access Server is easily added to the solution, providing a complete On Demand system to meet any customers requirements.

Using the Content Distribution Management System ensures content and bandwidth can be centrally managed. Management reporting information on the usage of a particular service or feature is supported and provides easy analysis of user trends.



## Why use Video on Demand?

DigiMark Video on Demand delivers a fully interactive solution to each apartment enabling the resident to view movies or other content without the restrictions of scheduled viewing times that limit Satellite and cable TV: Users may pause, fast forward and rewind as they choose, or simply stop and select a different video as easily as if the DVD was in the room with them. Such is the scalability of the DigiMark solution that multiple VoD streams can be viewed at any time in any apartment.

The ability to offer a range of on demand video based services at an economic price, is now possible with our Video on Demand servers. The DigiMark solution uses the same infrastructure as all our other Digital Lifestyle services. It is cost effective and very scaleable.

By using a common infrastructure, costs are reduced and flexibility is increased across the whole estate. There is a wide range of content available, from Hollywood blockbuster to Adult. The flexibility of the DigiMark system allows operators to offer distinct tailored bundled bouquets of programming to each development or a vanilla set of common movies that can be updated at regular intervals.

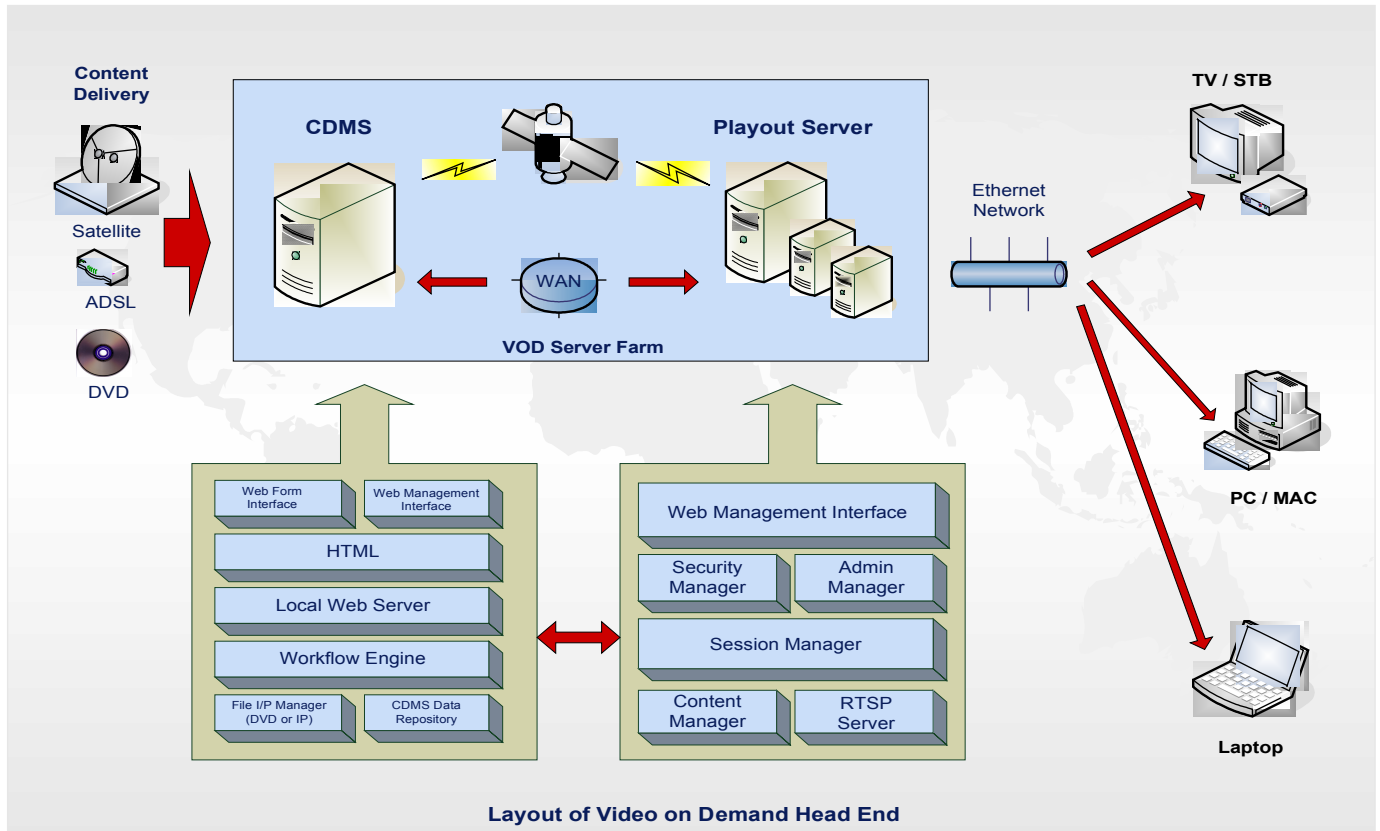


## The Benefits of VOD

- ▶ Full video functionality for each user
- ▶ Maximum access to content
- ▶ Interactive information delivery
- ▶ Improved security of resources
- ▶ Low cost content distribution
- ▶ Full online management interface

***"DigiMark...Media, with a Twist"***

# Video On Demand



DigiMark VOD Specification	
<b>Storage</b>	Standard 60 hours of MPEG2 content expandable to 250 hours from a single server*
<b>No of Simultaneous Streams</b>	Standard system: 50 streams of MPEG2 @ 4 M/bits Advanced system: 100 streams of MPEG2 @ 4 M/bits Premium system: 200 streams of MPEG2 @ 4M/bits
<b>Streaming Formats</b>	MPEG2, MP3, MPEG4**, Windows Media 9**
<b>Supported Features</b>	Full video control functionality (including visual fast forward and rewind), Content Manager, Session Manager, Administration Manager, Security Manager, Content Distribution Manager
<b>Protocols &amp; Standard</b>	RTSP, HTTP, SNMP, UDP/IP, RTP, Cablelabs meta data standard.
<b>O/S</b>	Linux Red Hat 8.0 with options for Raid 0,1 and 5 support
<b>Management</b>	Web Interface supporting: Secure Log On Configuration & Administration System Performance System Diagnostics
<b>Integrated STB</b>	DigiMark SoftSTB for PC / Mac Amino IP-STB

\* Content stored at 5M/bits \*\* Contact DigiMark for latest list.

## PC System Requirements:

<b>Minimum:</b>	1.4Ghz processor, Win 2000/XP, 256MB memory, 3D Graphics Adapter, 100Mbps Ethernet port, Speakers
<b>Recommended:</b>	2Ghz processor, Windows 2000/XP, 512MB memory. 100Mbps Ethernet port, 3D graphics accelerator, speakers



**VOD Server**

## Other Products:



**IPTV  
High Speed Data Access**



**Voice Over IP  
Service Provisioning Engine**

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