



Multimedia Exchange Network Over Satellite

WBU-ISOG Forum June 12-13 2008
Atlanta

Serge Van Herck
Chief Executive Officer

- Broadband Systems
- Professional Equipment
- IP Software



MENOS: First adopter ASBU is paving the way

Arab States Broadcast Union



Abdelrahim Suleiman
Director of Engineering



SAVING THE WORLD BY SATellite COMMUNICATIONS



What is our mission?

To shape the future of satellite communication

we shape the future of the satellite communications industry in order to help our **customers** realising **their business objectives** by providing them **new business capabilities**, by **expanding their market reach** and/or enabling them to **reduce their operational expenses**

SHAPE THE FUTURE OF SATELLITE COMMUNICATIONS

Newtec

About Newtec

- A European based market leader in the satellite broadcasting market
- Over 400 customers around the world
- Product Leadership strategy in the Satellite Communications equipment industry
- Recent acquisition of TurboConcept (FEC codes as Turbo and LDPC)
- Rapidly growing :
'05: 165 people /23MioEuro
'07: 250 people /37MioEuro



SHAPE THE FUTURE OF SATELLITE COMMUNICATIONS

Newtec

About Newtec

- A European leader in satellite broadcast
- Over 40 years of experience in the world
- Product range covering the Satellite equipment
- Recent TurboC (FEC coded)
- Rapidly growing: '05: 165 '07: 250 people /37MioEuro

China shapes the future of satellite television with Newtec



Newtec is launching the first professional modulator compatible with the DVB-S standard. This new standard for direct-to-home broadcasting via satellite. The M20 is designed to generate signals for the use of more than 1000 people. The new modulator has been certified at the China Centre Broadcasting Network (CCBN) conference and exhibition which took place in Beijing from June 6-9th to 10th 2007. Newtec has developed the new modulator in cooperation with the Chinese Academy of Broadcasting Science and Avallink, Inc. who is providing receiver chips for the modulator. "We chose to work with Newtec, because we see this company as one of the leaders of MPEG4 technology and we have a long history of successful cooperation between our organizations" said Mr. Ma Yu, President of the Academy of Broadcasting Science at CBN's 2006 Autumn session of Satellite Television.

The new DVB-S Professional Broadcasting System - Satellite modulator followed an extensive and rigorous test schedule. The M20 is compatible with DVB-S, the M20 is standard can handle broadcast rates up to 20 Mbit/sec. Satellite broadcast rates can reduce the size of the antenna necessary to receive the TV signals in the homes.

The new modulator has received the product receive MPEG2 and is part of the Avallink family, a fully complete product range that also includes leading DVB-S, DVB-DRM and DVB-C products well known for their performance and reliability.



SHAPING THE FUTURE OF SATELLITE COMMUNICATIONS



Current Generation Broadcast Networks

- **Business issues**
 - Maintain CAPEX & OPEX disparate networks
 - Increased competition
 - Growth limitations
- **Operational issues**
 - Support & maintain different technologies & network complexity
 - Below optimum use of space & ground resource
 - Guarantee maximum availability at high cost
 - Resource consuming planning & coordinator transmissions



SHAPING THE FUTURE OF SATELLITE COMMUNICATIONS



MENOS : the industry revolution in the professional multimedia exchange world

Without MENOS



MENOS

(Multimedia Exchange Network Over Satellite)

Hub And Satellite Interactive Terminals

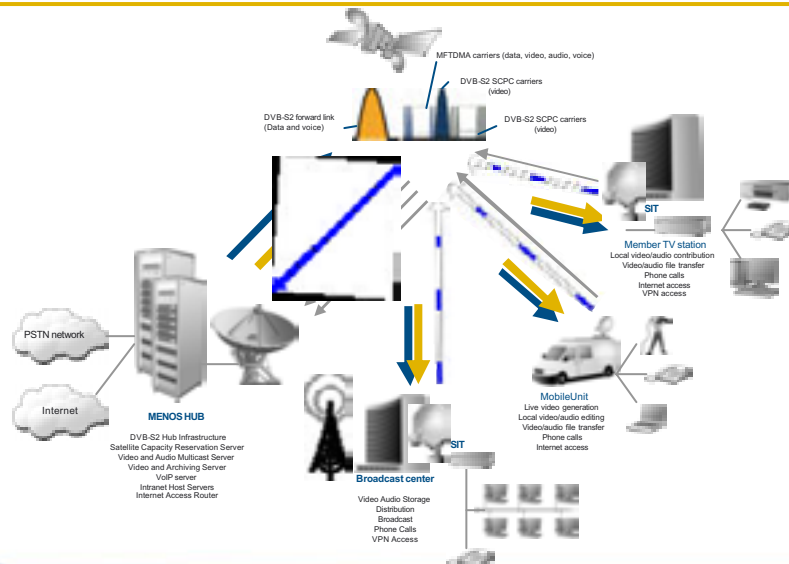


- High speed exchange of TV and Radio in IP format
- Fully automated
- Minimum terminal cost
- Maximum network efficiency
- Value-added services (archiving, IP telephony, intranet, Internet access, VPN connectivity)

SHAPING THE FUTURE BY SATELLITE COMMUNICATIONS

Newtec

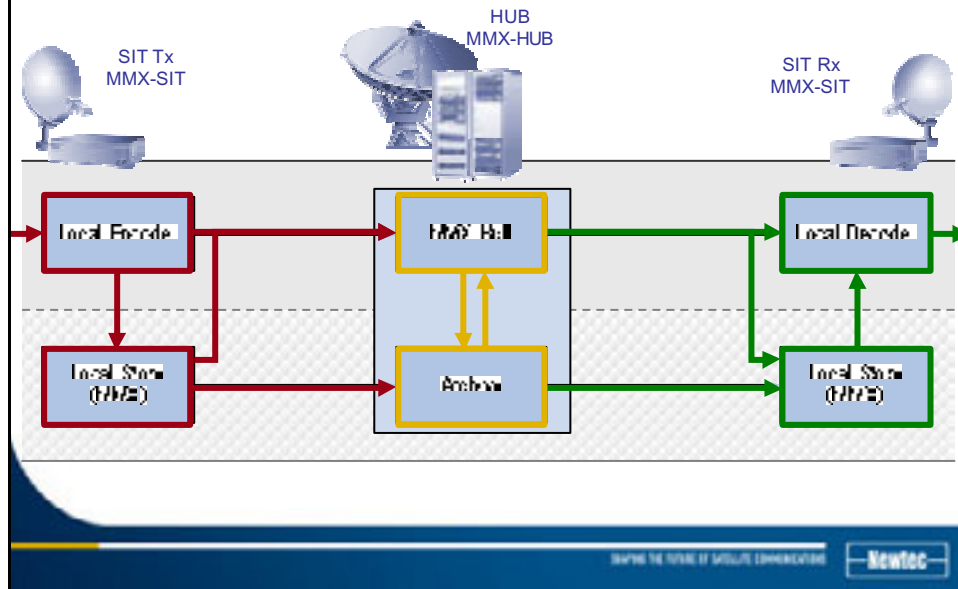
Global MENOS network overview



SHAPING THE FUTURE BY SATELLITE COMMUNICATIONS

Newtec

Exchange Scenarios



MENOS movie



MENOS and ASBU: just the beginning...

ASBU Ku and C-band coverage



SHAPING THE FUTURE OF SATELLITE COMMUNICATIONS

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Satellite Interactive Termination

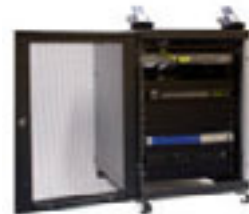
SIT-IP

- 2 x VoIP channels
- Router
- IP Broadband Modem
- 1.2m Ku band



SIT-Radio

- SIT-IP
- Analog / Digital audio I/O
- Radio Multimedia Exchange Services
- 1.2m Ku



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Satellite Interactive Terminal (SIT) overview

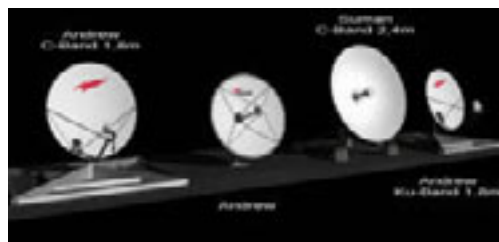
SIT-TV

- SIT-IP
- Integrated Video encoder/decoder
- Video Multimedia Exchange Services
- 1.8 m Ku / 2.4m C



Antennas

- 1,2 m
- 1,8 m
- 2,4 m



SHAPING THE FUTURE OF SATELLITE COMMUNICATIONS

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Satellite Interactive Terminal (SIT) overview

DSNG-Kit

- SIT-TV integrated
- Certification & Partner program



Fly Away

- Roadmap

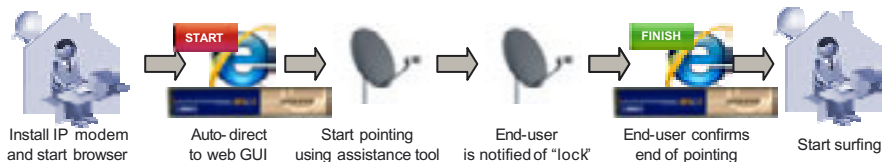


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POINT & PLAY

- Easy antenna pointing with a low cost pointing assistance tool, that permits the end-user to perform a fast & correct terminal installation
- Allows for
 - Correct satellite identification
 - Satellite signal quality feedback
 - Correct Satellite lock feedback
- No computer pointing software required



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Based on standards

- IP is the core protocol
- MPEG2 and in the future MPEG4
- MPEG2 Profile 4:2:2 or 4:2:0
- Transmission using Newtec DVB-S2 and 'next gen' DVB-RCS



DVB S2
SATELLITE



SHAPING THE FUTURE OF SATELLITE COMMUNICATIONS

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MENOS Value Added Services

Services for multimedia broadcast service provider:

- High quality Audio and Video Contribution
- Fast News Gathering
- Store and Forward file transfer
- Flexible, automated session reservation with billing system
- Archiving of audio and video content
- Highly secure VPN services, with full data encryption
- SIP based VoIP coordination channels
- Always-on Intranet & Internet access
- Distance training & distance learning
- Remote connectivity for Maintenance



Newtec

THE WEIGHT IS OVER



MENOS

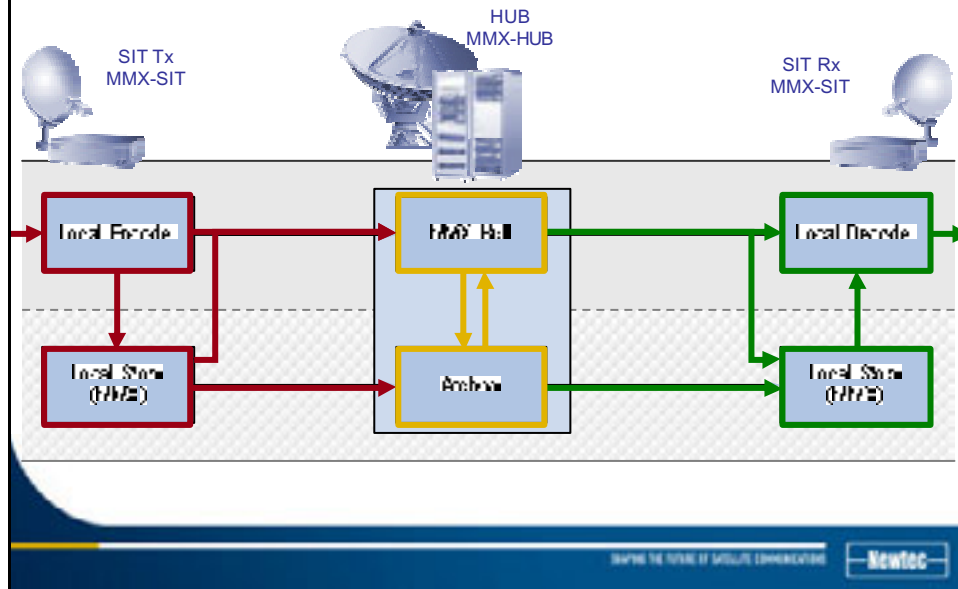


Annex

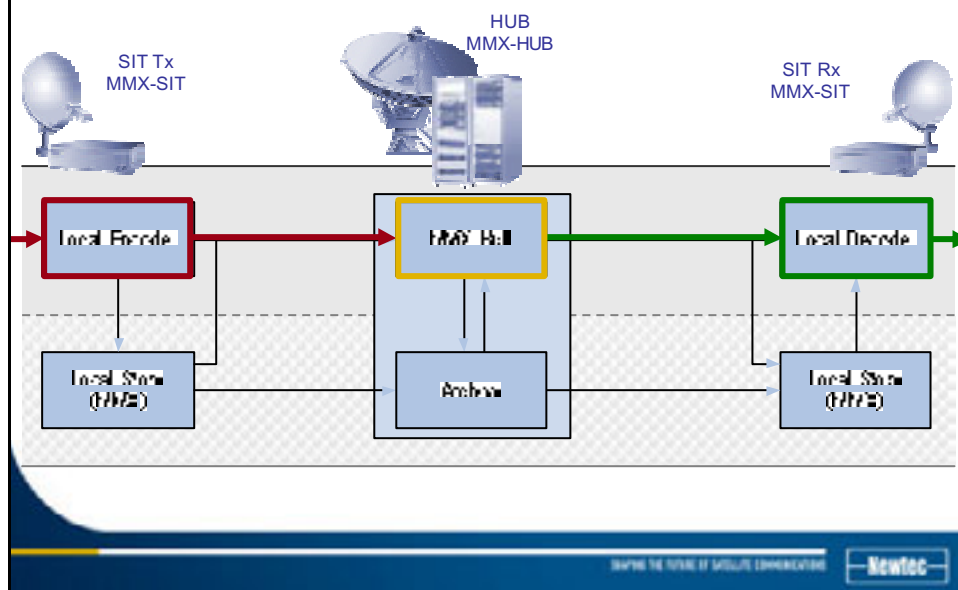
SHAPE THE FUTURE OF SATELLITE COMMUNICATIONS



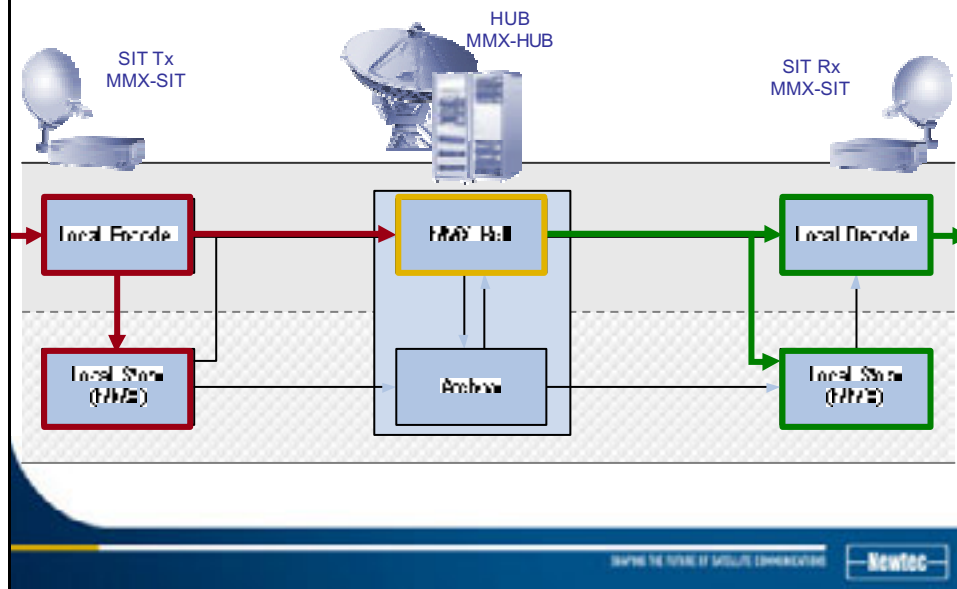
Exchange Scenarios



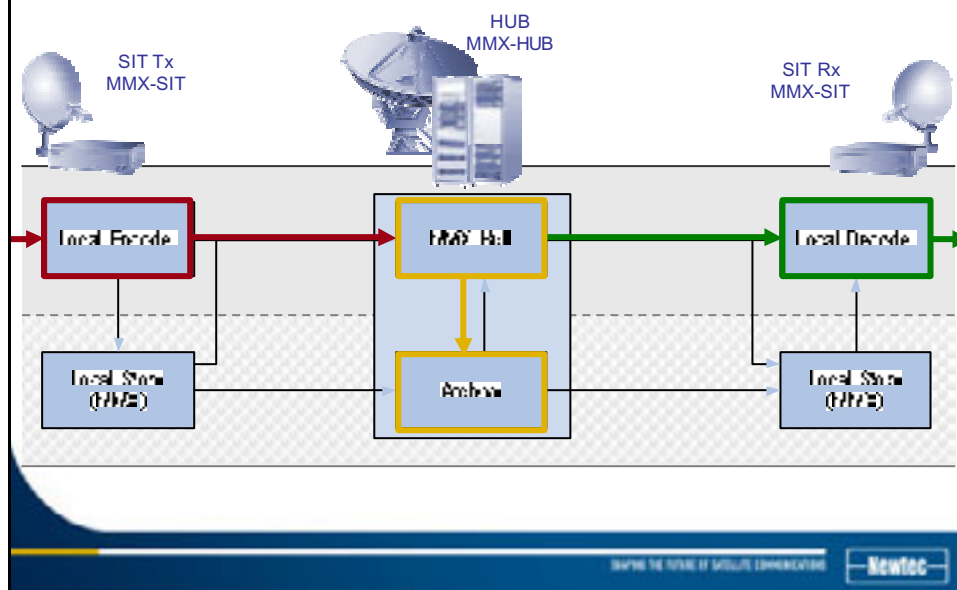
Live Stream



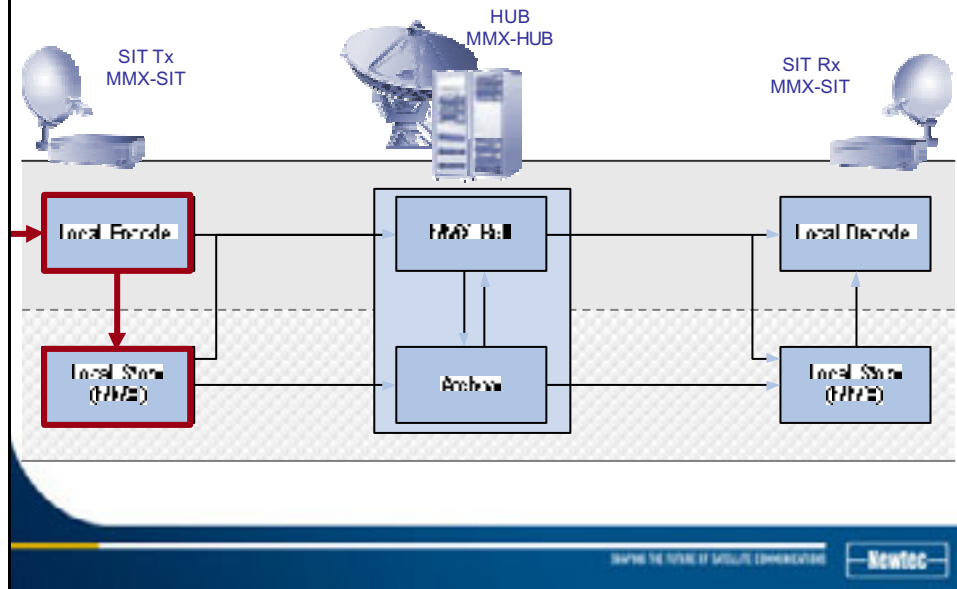
Live Stream with Local Storage



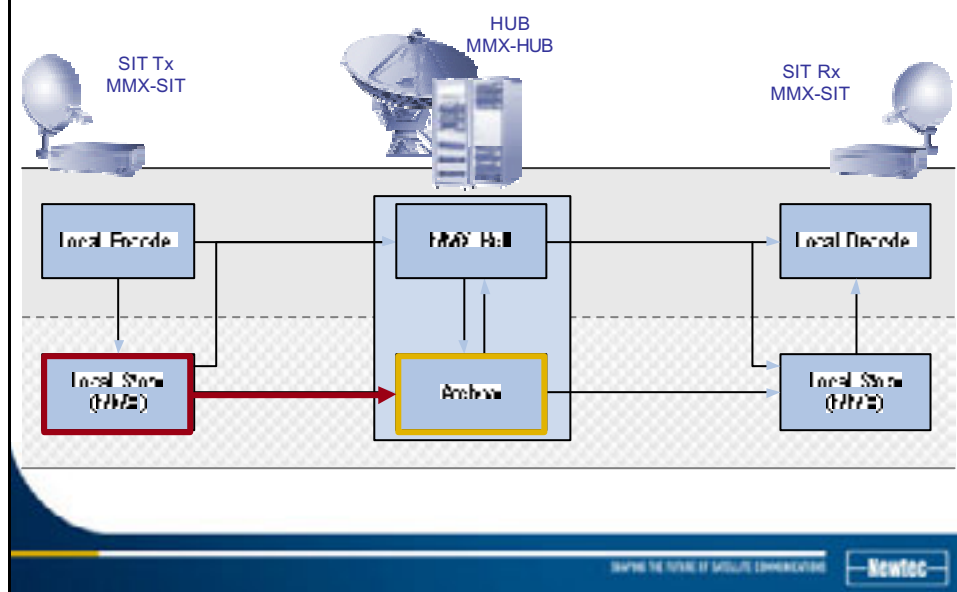
Live Stream with Central Storage



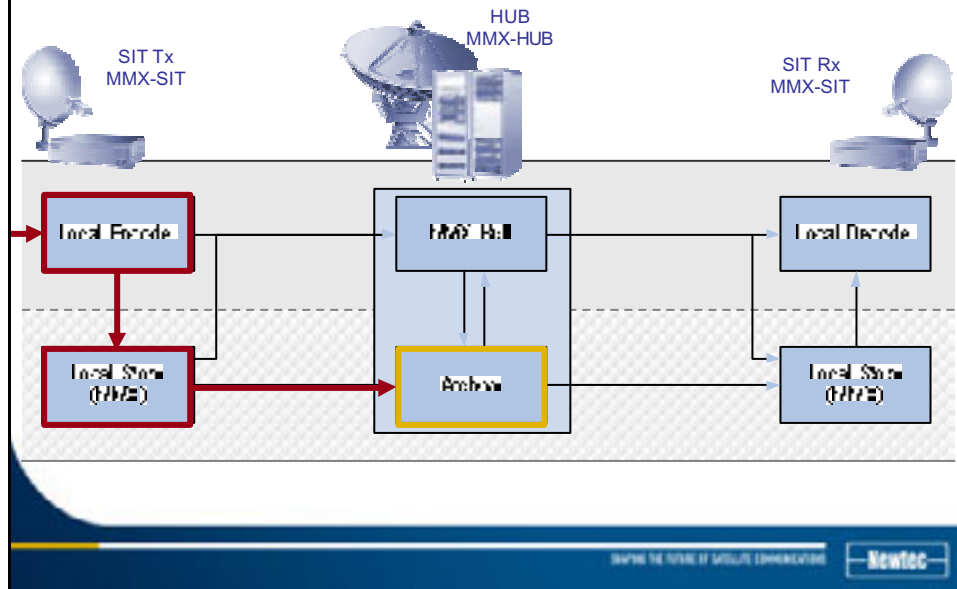
Capture



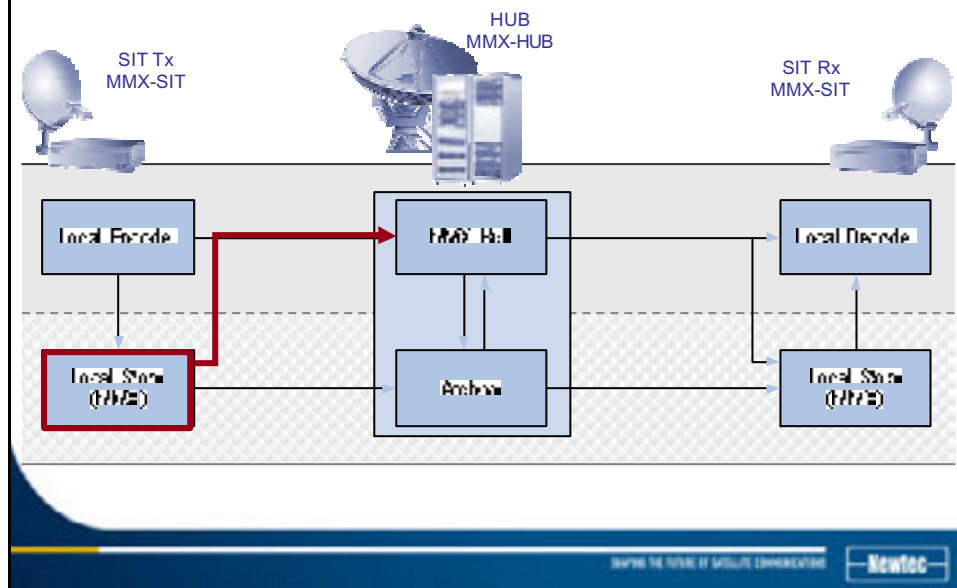
File Push



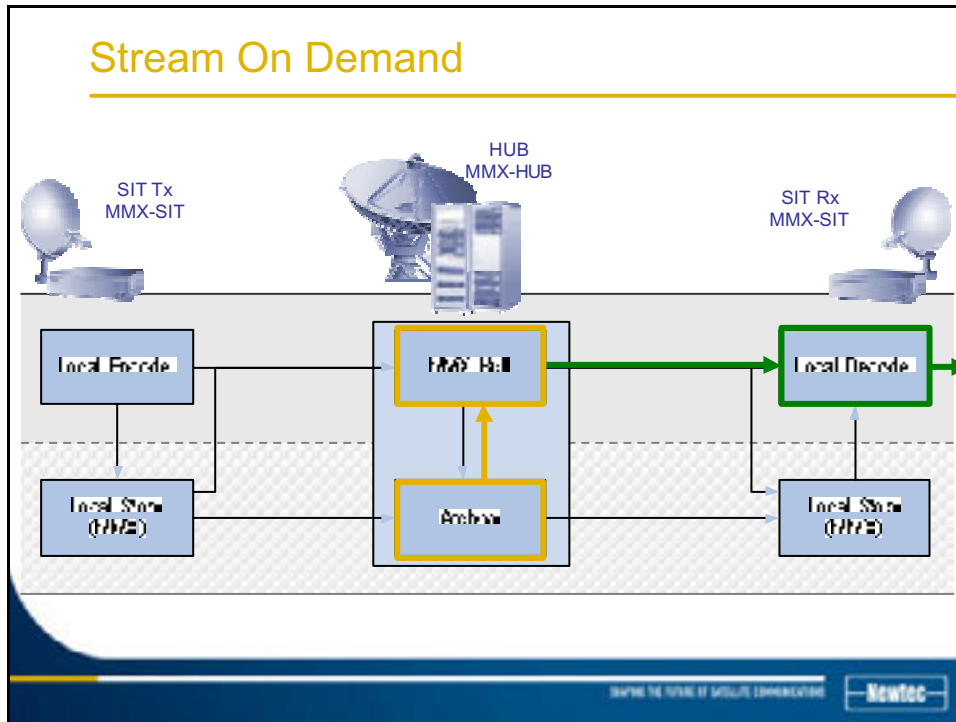
Store & Forward



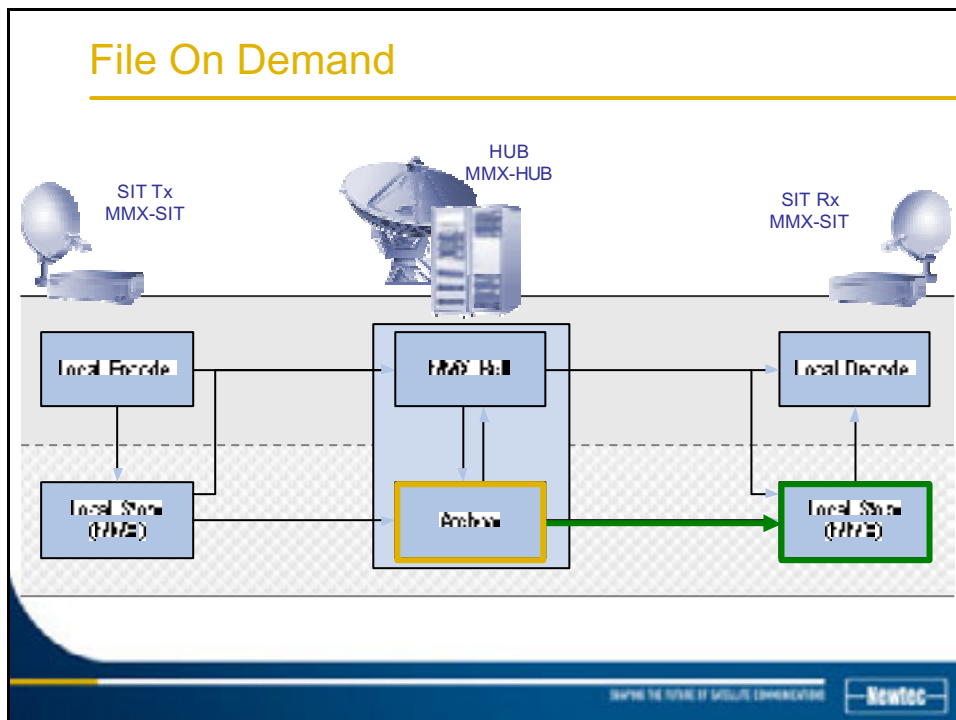
Play to Air



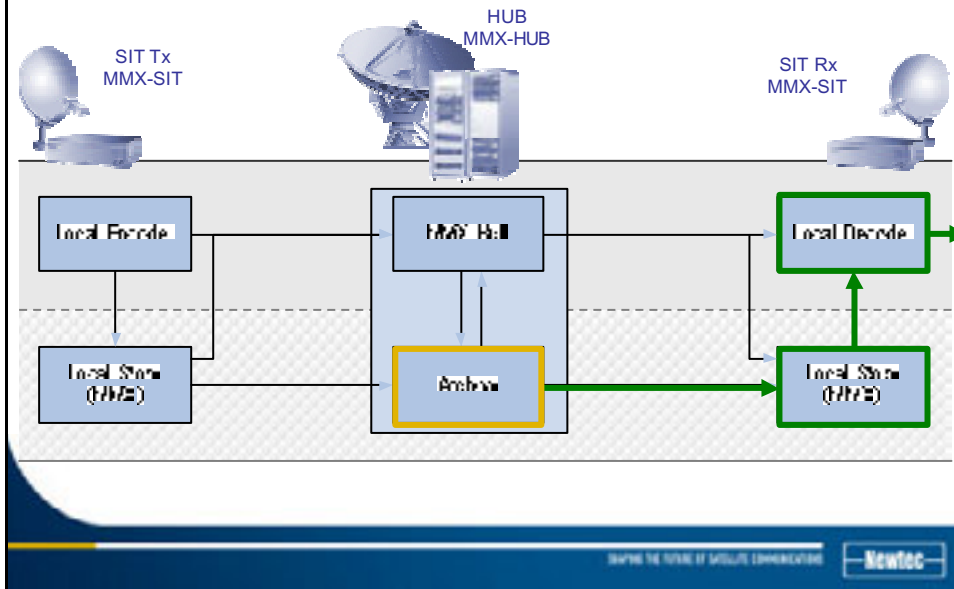
Stream On Demand



File On Demand

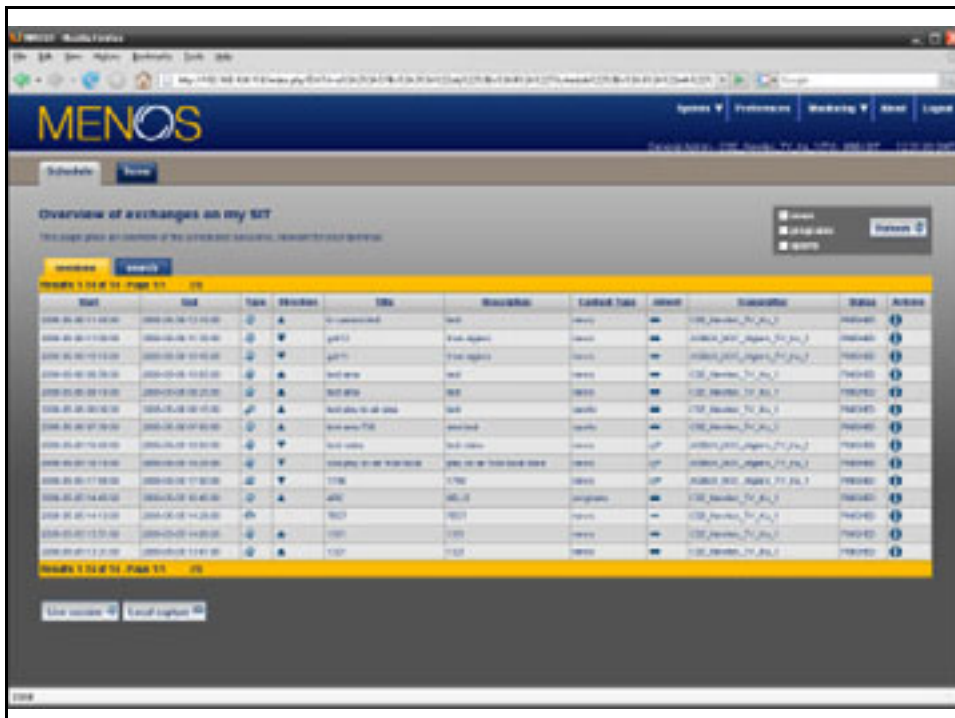
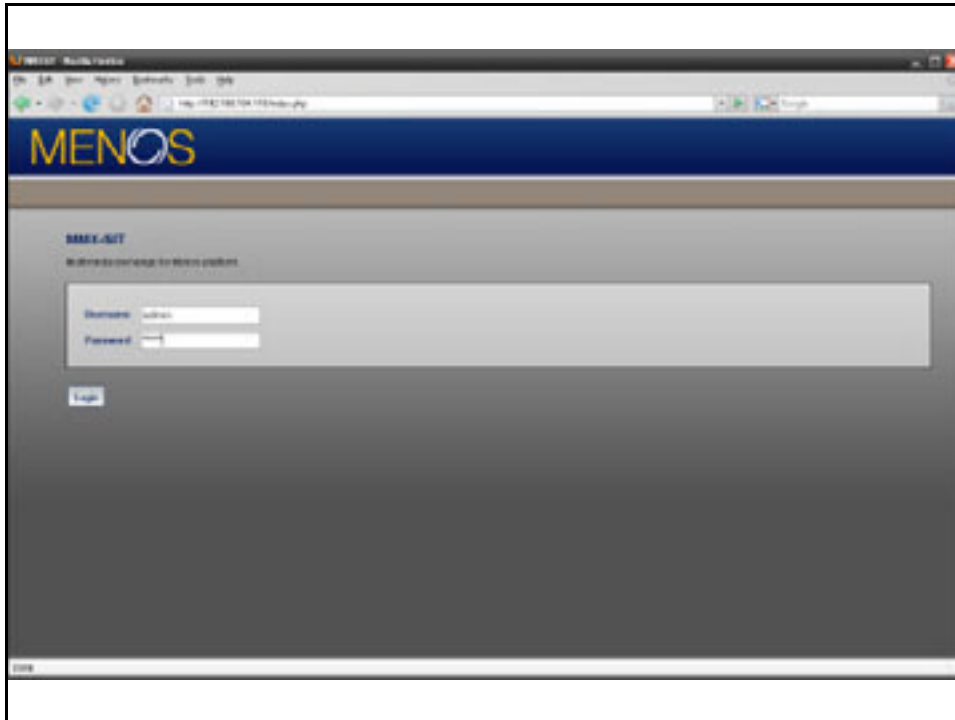


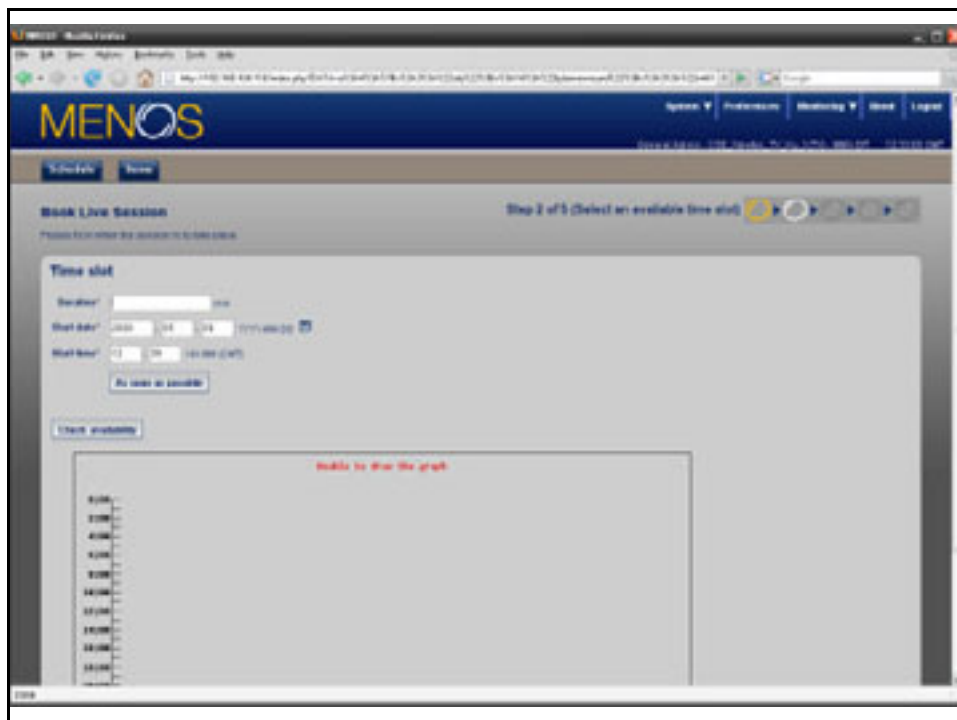
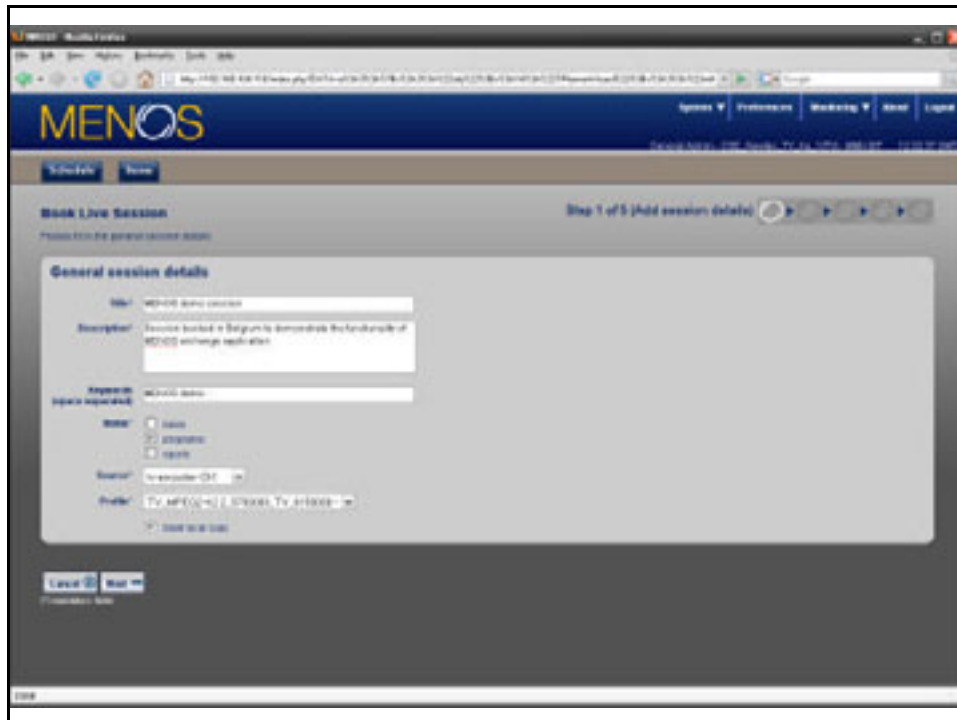
File On Demand – Local Play

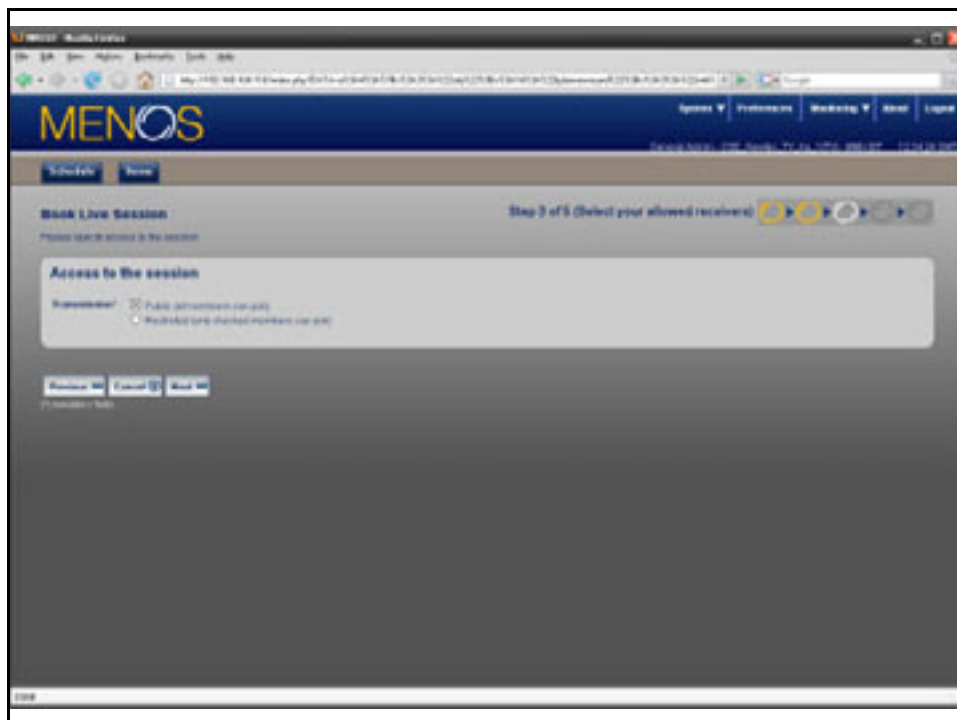
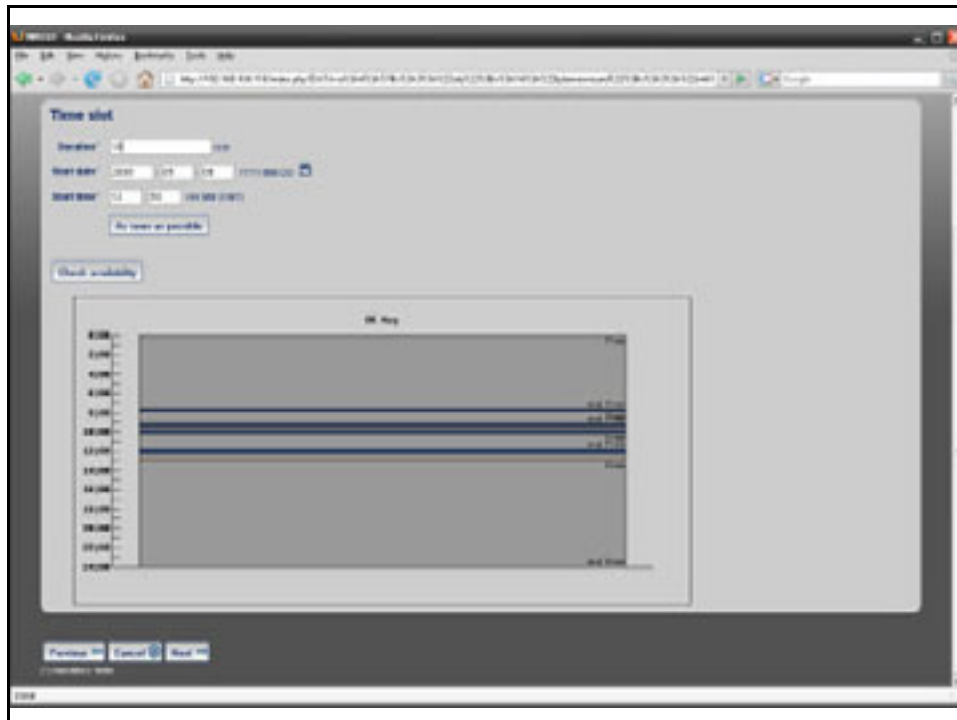


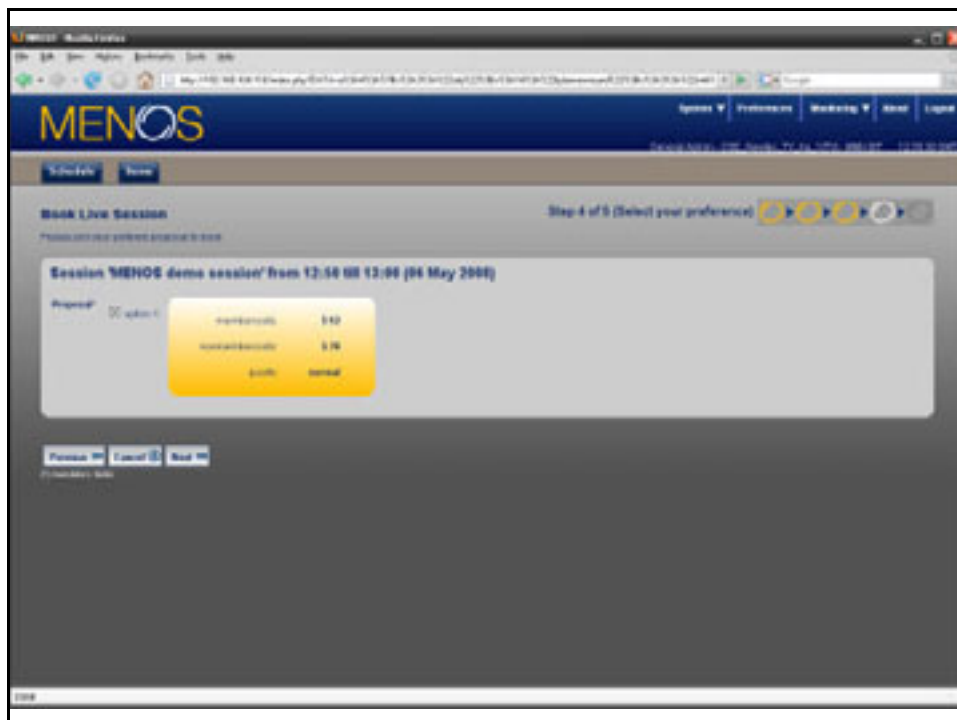
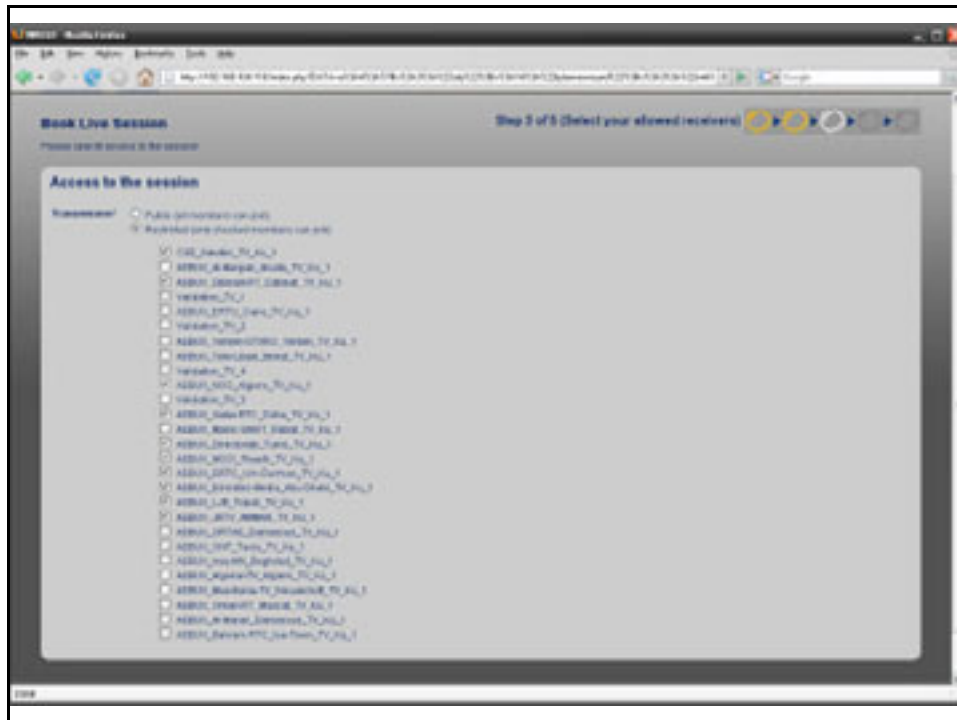
GUI Examples

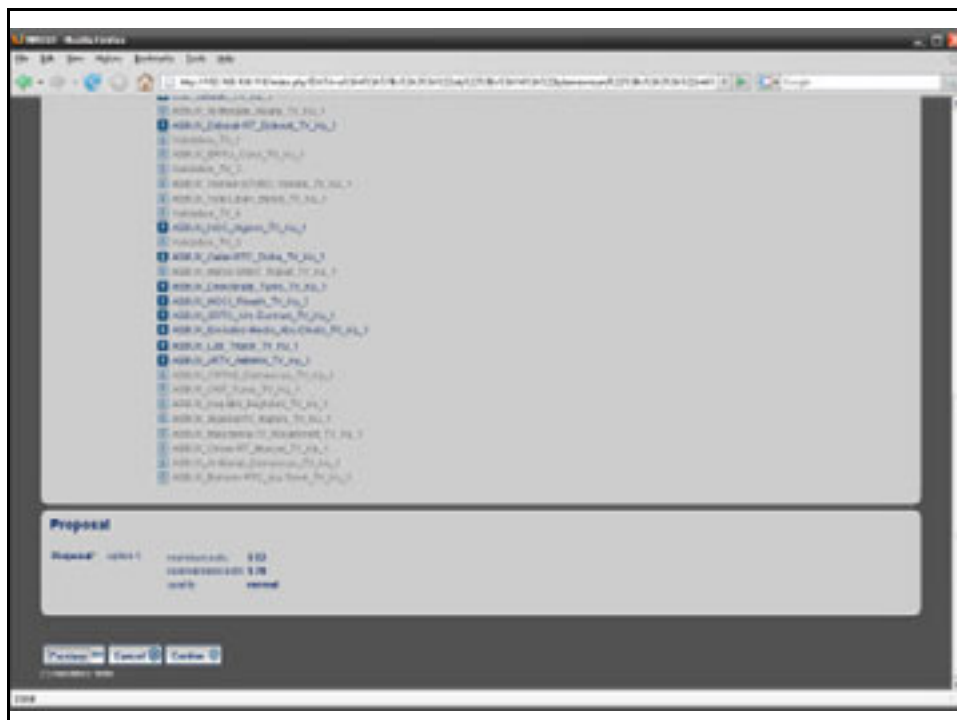
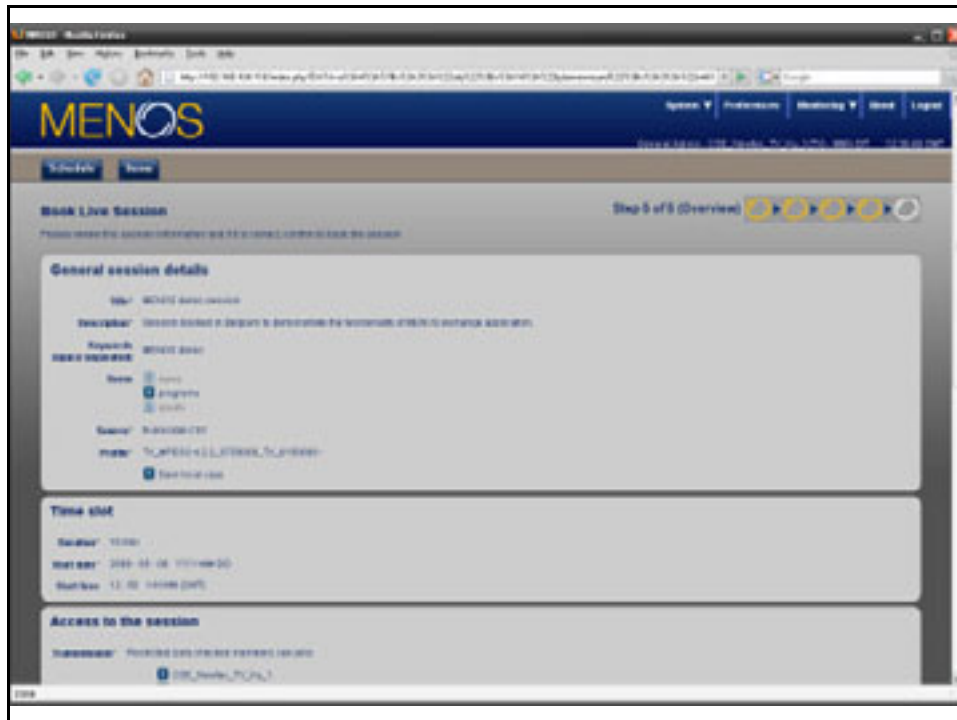
- Book session











MENOS

Overview of exchanges as my list

This page gives an overview of the exchanges selected. You can filter your selection.

Search

Start	End	Year	Member	ID#	Description	Contact	Email	Telephone	Status	Actions
2008-01-01	2008-12-31	2008	MEMBER	MEMBER	Member name is required to determine the membership status of exchange application.	MEMBER	MEMBER	MEMBER	MEMBER	MEMBER
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1 of 1

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