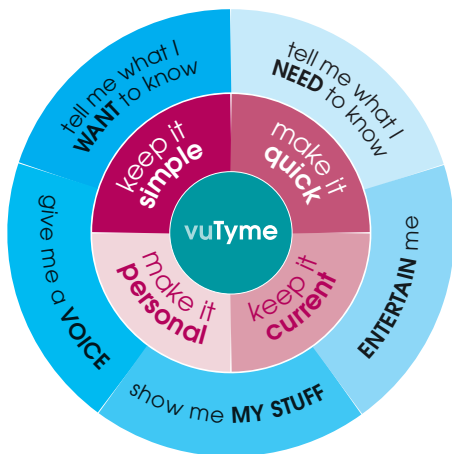# Business **TV**

Solution briefing

Business TV is an end-to-end solution
for delivering commercial video, media
and communications for hotels, hospitals,
bars, restaurants, gyms, small business,
offices, educational institutions and
quasi-residential living spaces.

What is Business TV?

Business TV brings video and interactive media to any location outside of the residential setting. Key sectors include hospitality, healthcare, stadia, retail, travel and education. They represent a diverse, global market expected to worth $20.03bn by 2020.

Source: 2016 In-Room Entertainment Preference Study

What consumers want

The growth of new online and on-demand video services, such as Netflix, has led to increased consumer desire for high quality TV experiences outside of the home. In parallel, video is increasingly replacing static displays and signage as way of conveying infotainment and advertising. Yet the internet revolution is far from over. As the rise of Facebook from a single university campus to over a billion strong community shows, being able to adapt quickly to the new connected world is a critical requirement for every Business TV service. In the face of

such powerful social interaction; service providers, educational campuses and leisure businesses such as hotels, bars and gymnasiums are increasingly turning to video to attract and sell to a new generation of consumers that expect video and interactive media everywhere.

Delivery winning Business TV

Successful Business TV means providing consumers with high-quality, easy to use, fast and reliable services whether that is in a hotel room or hospital bed. The primary difference between business and domestic TV is the requirement to integrate the system alongside other business processes such as guest, patient and student entertainment and services in the context of a hotel, hospital or dormitory block. The TV industry has progressed from a linear broadcast medium to a more `on-demand' experience; this requires that the modern IP based Business TV service meets the three key attributes of flexibility, reliability and cost.

Flexibility

Although IP has helped to standardise how networks and digital devices communicate, there is still a great deal of variance when it comes to the hardware and line of business software used by organisations in different vertical markets and regions. Across just the areas of hospitality, healthcare and stadia; there are thousands of possible combinations of management and service delivery platforms, many of which are highly customised to meet unique use cases. In addition, the pace of change within technology means that any TV solution needs to be able to adapt quickly to new consumer demands.

ADB solution

ADB's Business TV solution is designed to deliver the flexibility required to adapt to the connected world. ADB vuTyme, the core ADB Business TV service platform, is built on 20 years of continuous development to deliver Business TV and interactivity across cable, satellite, IPTV and new OTT services. Our platform approach ensures our engineers can continually update vuTyme to embrace changing consumer demands and technology advancements to ensure compatibility with new devices, as well as new features such a cloud-based scalability, digital signage and targeted messaging with a rapid time to market. As both a software and hardware company, our expertise extends past the product stage and into the development of offerings that meet the needs of multi service operators to ensure that every solution can serve both today's operational needs with the flexibility to quickly adapt, with just a software upgrade, to the demands of the future.

vuTyme

ADB vuTyme:

- **Works with all major CE device ecosystems for TV and interactive services**

- **Supports cable, satellite, IPTV, and OTT across structured cabling, Coaxial and WiFi distribution**

- **Offers on-premise, cloud and hybrid solutions for faster time to market with more flexibility**

Proven reliability

Consumers expect to get what they pay for. This simple adage is as true within Business TV as in any other service provision. For every business, the failure of a TV and media service leads to brand damage and potentially lost revenue. However, the highly connected nature of modern technology means that every service is in fact the sum of many discreet parts. In Business TV, this requires a harmonious integration between hardware devices, back-office integration and network topologies within an easy to use and simple to manage ecosystem.

ADB Solution

ADB Business TV solutions are designed for reliability and disaster recovery for operation in an always-on connected world without down-time. vuTyme has been built from the ground up to serve the needs of operators that deliver services to hundreds of millions of subscribers across the world. It is has been designed by ADB experts from across the spheres of TV, networking and user experience and is based on the award-winning ADB technologies powering innovation at some of the world's largest telecommunication providers, hoteliers and entertainment distributors. By using web-based architectures, vuTyme is designed for High Availability (HA), which does not suffer down-time even when interconnectivity is interrupted. To further ensure that services are always-on, ADB provides tools that allow our customers to easily integrate with back-end device provisioning, fault diagnostic and over-the-air update systems to seamlessly maintain optimum performance.

By having expertise in-house across all areas of the connected device space, ADB is able to meet the proven reliability demanded by our customer to serve their customers.

vuTyme

ADB vuTyme is:

- **Continually developed to ensure optimal efficiency and compatibility with changes in technology and advances in industry standards**

- **Implemented by multi-discipline industry experts with deep experience across the vertical markets of our customers**

- **Standards based with devices certified by communication authorities in 192 countries**

Cost effective

The Business TV market is a diverse ecosystem. The requirements of a premium hotel chain differ widely from a student infotainment system in a distributed campus. As such, the costs both in terms of CAPEX and OPEX to deliver a fit for purpose managed service for both these environments also need to vary. With cost and value often the two most critical factors in the decision making process, service providers are sometimes forced to juggle complex multi-vendor solutions that result in unfortunate compromises and more inherent risks.

ADB solution

ADB designed it's Business TV solution with a modular approach allowing customers to select the most suitable configuration The vuTyme Business TV solution is a complete managed service platform that provides multiple hardware designs and software layers within a cost-effective cloud-based delivery model. By designing each part to work in harmony within a complete solution while allowing the customer to choose which parts they need, the end result is a Business TV solution that meets the most exacting cost criteria. Through the use of the cloud, Business TV customers can avoid the complexity of implementing and supporting local infrastructure while offering the ability to start small and scale in line with demand. In addition, with ADB's ability to provide a complete end-to-end design, build and implementation service working closely with content and third party services providers, our customers reduce operational complexity and risk.

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vuTyme

ADB vuTyme:

- **Is offered as a complete managed service**

- **Provides a complete end-to-end solution including on-premise hardware, software, cloud and hybrid capability from a single vendor**

- **Has a modular design that allows the customer to specify the optimum feature mix needed to meet critical cost considerations**

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