

connecting lives
connecting worlds

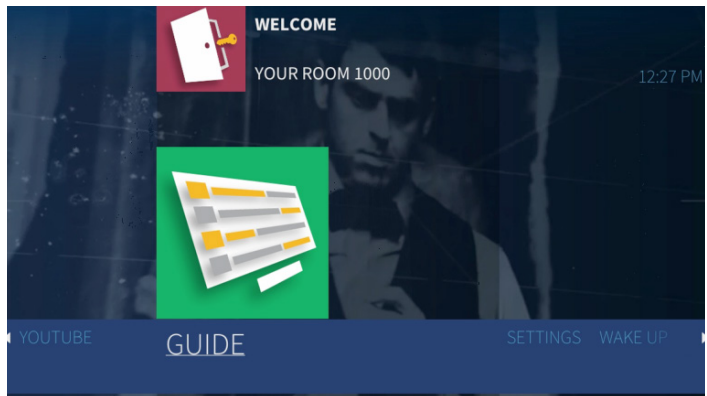
vuTyme



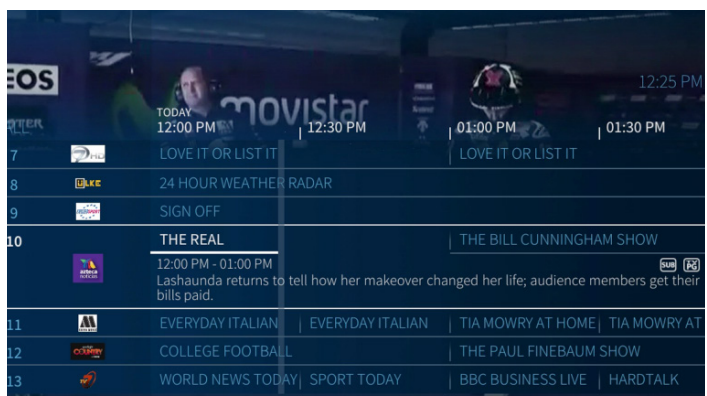
Welcome to Business TV

Where TV and a Robust Managed Service Cloud Platform Come Together

Brought to you by Advanced Digital Broadcast (ADB), vuTyme is an industry leading E2E commercial video and interactive TV solution that caters to the hospitality, healthcare, education, and other commercial verticals. For the hospitality market, vuTyme enables Cable/Sat/Telco operators and hoteliers to deliver a complete set of services like live TV, VOD, PPV, concierge, digital signage, room checkout, targeted advertisement, and more as listed throughout this overview.



User Friendly Main Menu with Transparent Live Video



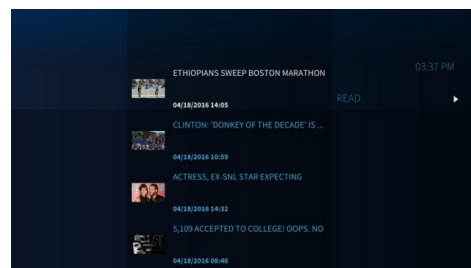
Fully Interactive HD Graphical Program Guide

vuTyme Guest Level Features

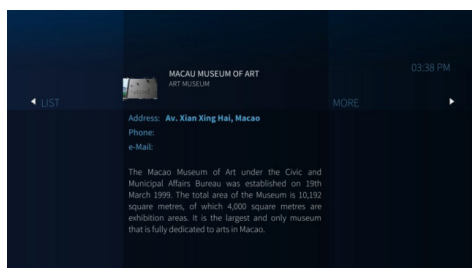
ADB is committed to offering the best and most useful interactive features to properties and guests. Hotels and guests value features that entertain, inform, and enrich the in-stay experience. Further, significant value is placed on accommodating international guests. Here are a few examples:



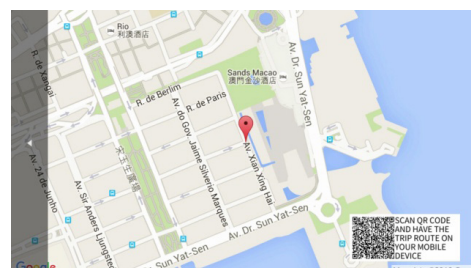
Local Weather



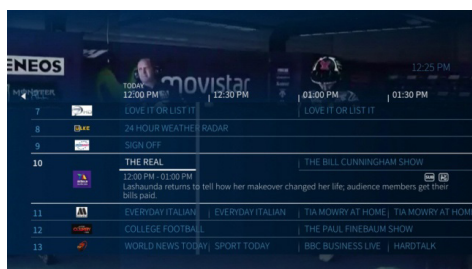
Local News



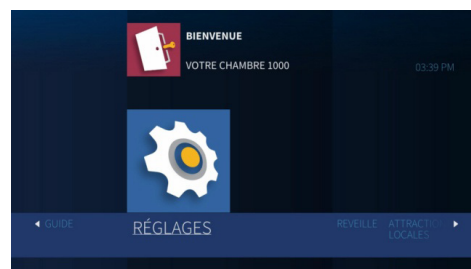
Local Attractions



Local Attractions Map with QR Code

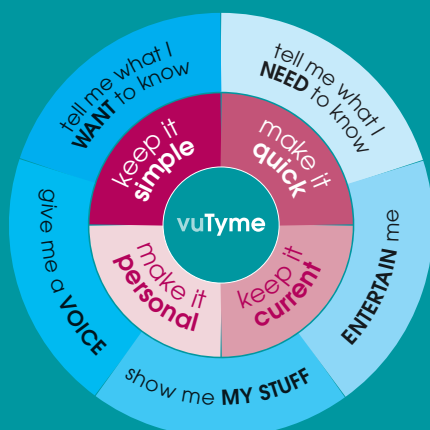


Elegant UI & Interactive Guide



Integrated Multi-Language Features
(UI, Guide, Subtitles, Audio)

The vuTyme guest interface includes the following additional interactive features:

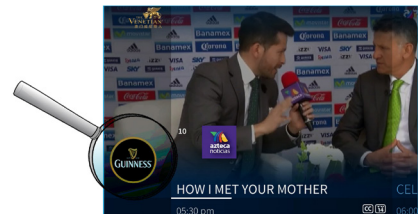
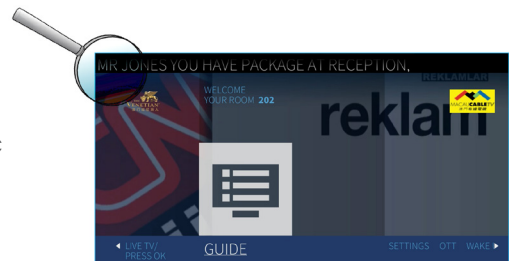
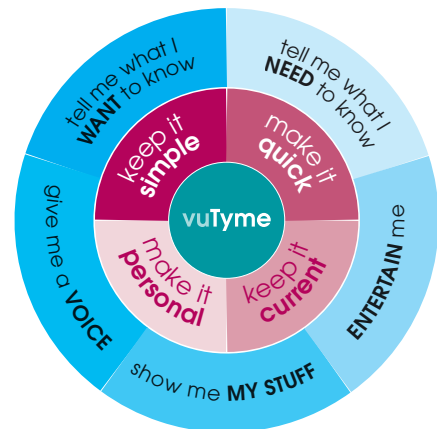


- Live TV
- Guest Folio View and Checkout
- Pause Live TV (with patented DVR Lite technology using SDHC cards)
- Multi-Language
- VoD
- Housekeeping Service Requests
- Multi-Country Parental Controls
- OTT Streaming Video

vuTyme Hotel Level Features & Revenue Generation

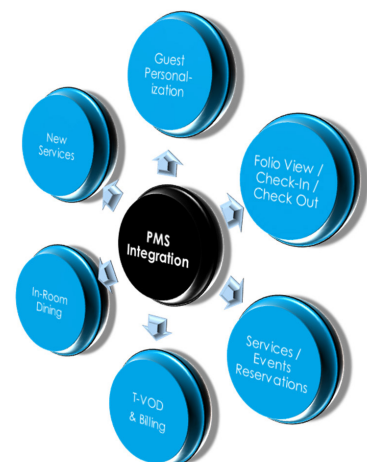
To accommodate the modern demands of hoteliers, vuTyme provides several features allowing them to customize the guest experience and enhance their ability to generate new revenue. Examples Include:

- Custom Branding for Each Hotel & Internal Businesses
- Custom Channel Lineups
- No On-Site Equipment, Except Client SBB
- Digital Signage
- Housekeeping / Room State Management
- **Targeted Messaging** - Promotions / Informational
- Local Video Upload
- Allows hotels to upload videos to specific stations already on guest channel lineups.
- Multiple UI Choices
- ADB offers a set of core UI designs to accommodate varied global preferences, and some hotel brand standards.
- **Targeted Advertising** - Non-Intrusive Ad Placement
- Integration with local facilities such as room service, concierge, in-room dining and entertainment



• Property Management System (PMS) Integration

- ADB supports Oracle Opera PMS and Control PMS.
- PMS Integration enables features such as:
 - checkout / folio view
 - guest personalization
 - products / services purchase and reservation



vuTyme Operator Features – vuTyme as a Managed Service

To solve many operational challenges of global operators, the vuTyme server is offered as a Managed Service using the global cloud infrastructure. Key benefits are:

- Faster Time to Market
- Fully Scalable at Operators Pace
- Well-Proven Fault-Tolerance, Redundancy, Failover, Security
- Saves Significant Operating and Capital Expense (No Data Center Footprint)
- Drastic Simplification and Cost Savings in Operational Support

vuTyme Operator Features – Global Ecosystem Support

vuTyme supports many global broadcast standards and offers several client set-back-boxes (SBBs) to support varied ecosystems. These include satellite, cable, broadband, and wireless.



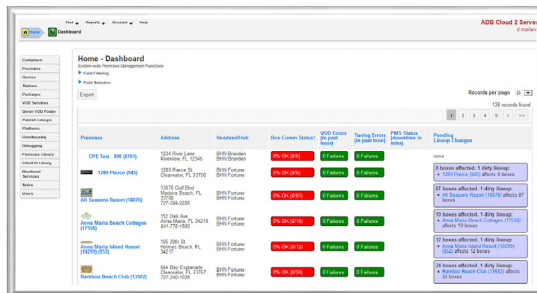
- **Set Back Box Platforms Include:**
 - ADB4731 & ADB4769 "Shadow" – Mainly for the USA, Dual Band WiFi, Ethernet, & Cable/RF, DOCSIS, DVR-Lite
 - ADB1729 "Banchee" – Global SBB Supporting DVB-C, Dual Band Wireless, Ethernet, Cable/RF, SmartCARD, DVR-Lite
 - ADB17xx Hybrid Sat/Terr/IP/WiFi
- **Broadcast Standards Supported:**
 - DOCSIS, SCTE, and CableCARD Support for Conditional Access/DRM
 - DVB-C, and Smartcard Conditional Access/DRM
 - QAM and IP Tuning (Unicast, Multicast, HLS/HTTP)
- **All SBBs Mount Securely & Discreetly Behind the Television**

vuTyme Operator Features – Management Portals, Licensable Functions, Misc. Features

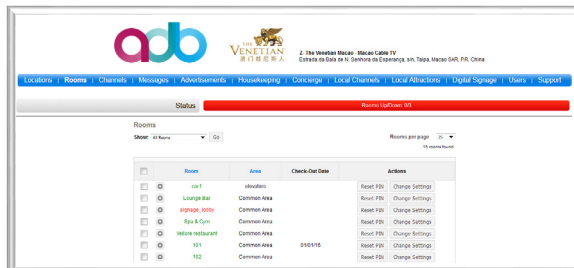
For operators and hoteliers, ADB offers the best-in-class cloud-based portals to configure and remotely monitor the business TV deployment. In addition, to accommodate multiple property tiers and to generate revenue, ADB offers access control to all key interactive features via licensable functions. See below for more:

Cloud Management Portals

- vuTyme Manager Portal for Operators - End-to-end vuTyme deployment configuration, remote monitoring, and firmware upgrade management.

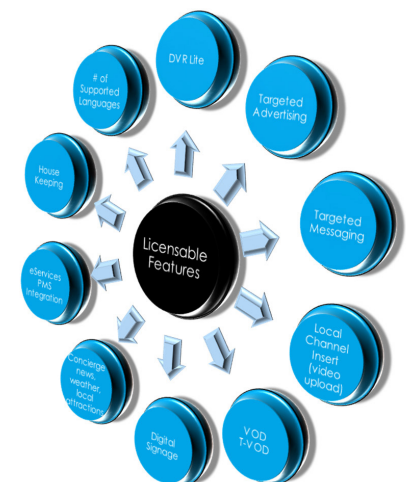


- EzVu Portal for Hotels - Monitor SBB health, configure local attractions, local video upload, targeted messages / advertising, guest settings control.



Licensable Features

- Operators save revenue by purchasing only the features they need.
- Operators earn revenue by pricing vuTyme features to hoteliers on an a-la-carte basis.
- vuTyme Leverages Existing Operator Infrastructure
- No Additional Equipment or Licenses
- Highly Flexible Channel Lineup Configuration and Robust Property Branding



vuTyme Operator Features – vuTyme Services

To offer various operator tiers and hotel tiers more operational flexibility and potential OPEX savings, ADB offers an array of specialized services. These include:

- **vuTyme Configuration Services** – Operators can purchase vuTyme configuration services where ADB builds all organizational container structures, hotels, hotel areas, channel lineups, tuning data, and enable interactive features.
- **Provisioning Services** – Cloud-based service where ADB will provision all SBBs to make them install-ready for operators. This involves authorizing CableCARDS, billing systems provisioning, and more.
- **Daily Monitoring Services** – Optional Service where ADB will actively monitor the operational state of all deployed SBBs, tuning errors, and more. Upon discovery of an issue, ADB will diagnose and resolve the issue, or escalate if needed.
- **vuTyme Certification Training** – Operators can purchase vuTyme certification training which is a more thorough vuTyme training session than traditional ADB vuTyme training. Certification includes a combination of self-paced and instructor led modules, as well as a progressive sequence of tests, exercises, and plenty of hands-on learning.
- **Logistics Customization** – ADB offers customization to simplify operator logistics that include:
CC insertion/pairing, SDHC card insertion/test (for DVR Lite), install desired client firmware, serial number changes, and labeling and packaging customizations.



ADB has a 20 year heritage, successfully delivering over 100 million devices to service provider customers across the world. We deliver connected solutions that marry the technical challenges of TV, interactive media, IP connectivity and consumer experience to meet the industry specific requirements of our customers within hospitality, healthcare, education, stadia, retail and a whole host of business sectors. ADB is embracing the future of the connected world. Alongside our proven vuTyme, our innovative Internet-of-Things platform provide a stepping stone to help our customers take advantage of the next wave of opportunities that connect smart appliances with internet technologies and enable exciting new services and improved operational efficiencies.

Connect with us

info@vutyme.com