

BrandTV

Applications: B2B/B2C

"In the increasingly competitive high street market BrandTV allows customers to differentiate themselves from their competitors. With the capability to add corporate branding and personalise text information, BrandTV provides a cost effective means of delivering a bespoke television channel without the complexity of a full broadcast studio."
Paul Griffiths, Technical Director, Satellite Information Services



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PROJECT PARTNERS:

Coral Eurobet (UK)
Hollycroft Associates (UK)
Onelan Limited (UK)

PROFILE:

BrandTV gives the user the power of a broadcast studio, without the outlay for equipment or satellite bandwidth.

Initially designed for use within SIS's existing high street betting-shop market, BrandTV is sufficiently flexible to be used in many circumstances where a user needs to produce customised marketing information for the retail and leisure market.

BrandTV uses a clean-feed video signal, locally overlays a corporate logo and then adds text information in a "Bloomberg" style layout around the video. Corporate branding is seen as a key factor in enhancing corporate profile and in increasing brand loyalty. The text information is derived from an XML source, which may be edited or appended to by a user through a web interface. This information is sent as IP-over-satellite to each user group, with shared usage of a clean-feed video signal, making the system suitable for customers of any size, and who also make efficient use of limited satellite bandwidth. The system is addressable either by single site or in groups (for example by region, or by shop size).

Through its "store and forward" capability, BrandTV gives the opportunity for users to broadcast training videos or corporate staff messages to their closed user group. Playout of media files may be instigated locally or through a broadcast trigger message. The decoder can hold approximately 10 hours of video media files (depending on data rate/quality required).

BrandTV builds onto the "Satellite Electronic Signage" project from Onelan, which was itself developed under an ESA ARTES 3 contract.