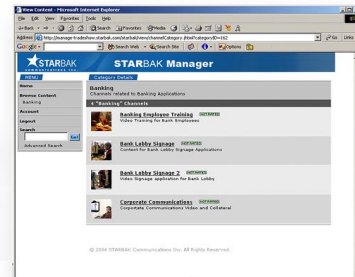




# Integrated Network Video



## Highlights

- **Comprehensive solution**—End-to-end solution lets you create, manage, deliver and display rich media content anywhere on the network.
- **Converges video applications**—Turns 'silos' of video technology into a seamless enterprise resource.
- **Leverages investments**—Builds on existing video and network investments to multiply the value of video technology.
- **Easy content creation**—Web user interface makes it easy to create content using video conference stations, video cameras, and other standard video sources.
- **Leverages existing video content**—Re-purpose existing VHS and DVD content; turn seminars into webcasts; broadcast video conferences anywhere; make any content available on-demand.
- **Easy to view**—PC users on the corporate network can easily review and access video content from a program and channels guide that works much like a TV program guide.
- **Easy to administer**—Intelligent network appliances make implementation and management easy, with low IT overhead.
- **Opens up new applications**—Allows video content to be created and used cost-effectively in new ways, such as regular employee communications, digital signage, and much more.

## Realize the promise of video applications in your enterprise with the first integrated, end-to-end solution.

Enterprises of all kinds—large corporations, small to medium businesses, colleges and universities, hospitals and law firms—continue to invest in video communications because of the enormous promise it holds for improving the flow of information through an organization. Yet until recently, these video applications have been isolated 'silos' of technology, limited in their use and unable to integrate with each other or the corporate network.

Now, the StarBak® Integrated Network Video (INV) platform unleashes the power of video by providing the first complete, enterprise-wide video solution that works over existing IP networks. Using the StarBak INV platform, you can integrate your disparate video systems—streaming, video conferencing, IP Television and other applications—into a single, converged solution that opens up new possibilities for using video in your enterprise. At the same time, you can use the power of your own IP network in place of expensive video delivery systems and services, such as satellite and cable TV. The StarBak INV platform solution enables you to leverage video technology easily, making it a seamless component of your communications to employees, customers and partners by delivering video communications at any time, to anyone on the network.

The StarBak INV platform transforms video technology into a far-reaching, dynamic communication medium that can improve the productivity and competitiveness of the entire enterprise. And it's a scalable solution that lets you start affordably, and grow your video as your business grows.

**With StarBak INV, converged network video is now a practical reality.**



# Everything you need to integrate video across your enterprise

**The StarBak Integrated Network Video platform consists of the following components, tightly integrated to provide an end-to-end solution:**

## StarBak Manager

THE STARBAK MANAGER is the nexus of the integrated network video platform. The StarBak Manager assures that all devices work together seamlessly to support end-to-end video applications by providing the following capabilities:

### Publisher features

- Content creation from live or recorded video sources
- Event scheduling and recurring schedules
- Conference / event moderation with integrated PowerPoint slide feature
- Auto conference recording and publishing using standard H.323 end points
- Content and portal management allows content publishers to manage content 'channels' and pre-existing programs
- Content publishing includes both auto and manual publishing with the ability to add file attachments to support the video program
- Based on publishing rights, the content publisher may force hot content to be pre-staged at remote locations for efficient edge delivery

### Content display features

- Content channels and programs may be browsed or searched based on authenticated viewing rights (including LDAP / Active Directory if configured)
- Ability to control programming at remote signage Display Engines
- Channel watch lists with email notification and iCalendar event integration
- Portal customization allows you to develop and maintain a channel structure that is consistent with your enterprise operations. Additional portal 'skinning' options provide for a consistent look with other enterprise web services

### Administration

- Centralized device setup and health monitoring
- Centralized device software upgrades
- User setup and administration
- Integration with enterprise LDAP / Active directory authentication system (or use embedded local user authorization in limited deployments as appropriate)
- Configuration of content distribution rules

The StarBak Manager is an application server that includes all hardware and software pre-installed. The system is available in several standard configurations to support a few power users to complex, multi-server configurations that support tens of thousands of concurrent live users in thousands of branch locations. The StarBak Manager is the primary user interface and coordinates the operation of other INV devices transparent to the content publishers and consumers.

## StarBak Encoder

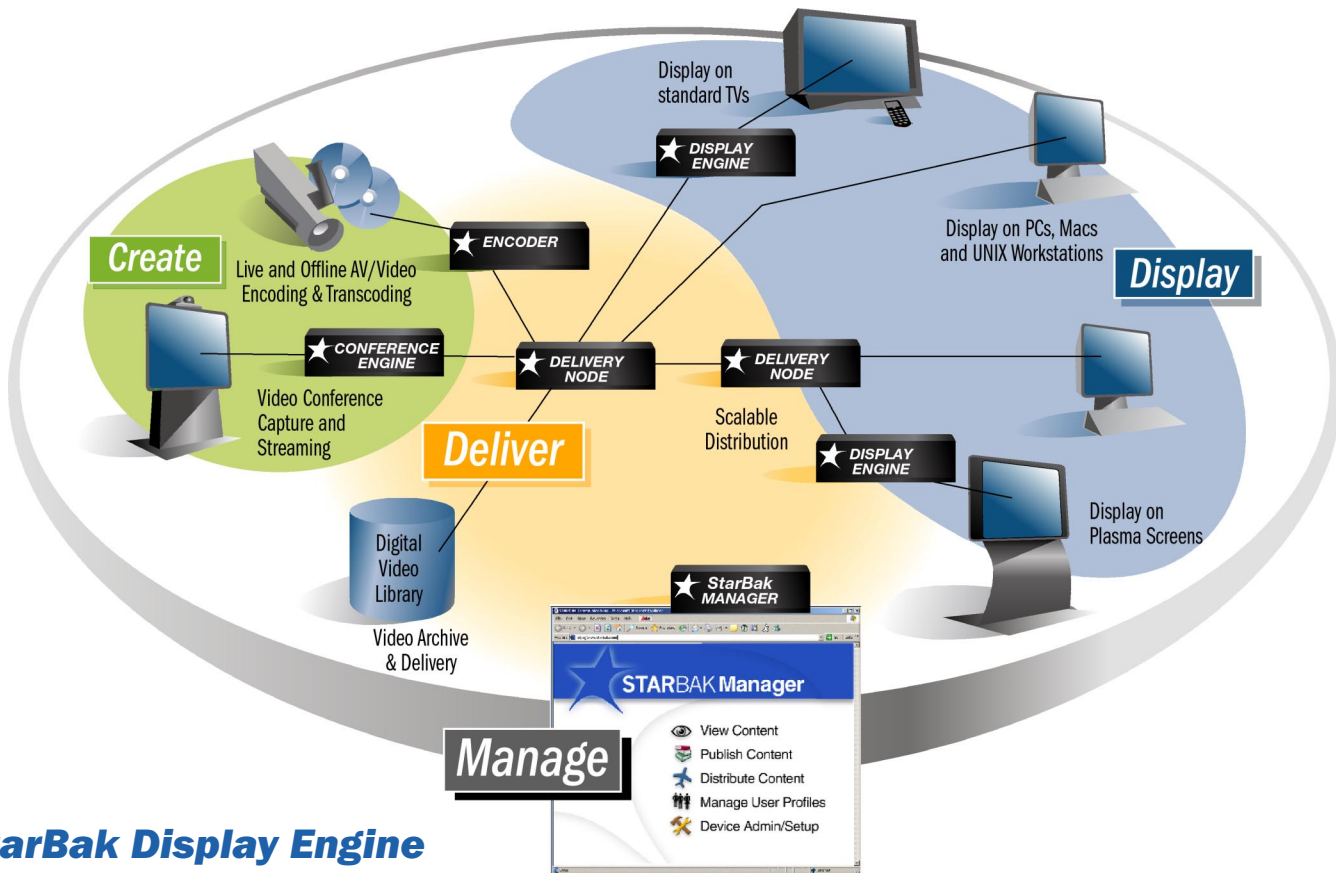
THE ENCODER converts all video into standard Windows Media® format to assure high quality, bandwidth friendly, end to end video transport in the INV solution. The Encoder operates behind the scenes under the control of the StarBak Manager to capture live video. It can connect directly to any video source (DVD, VCR, camera, etc.), capture analog video assets and convert them to digital Windows Media content. It can also compress MPEG-1, MP3 and AVI formats into smaller, more efficient Windows® Media files. When used in deployments with the Conference Engine, the Encoder can convert native H.323 video conference feeds into Windows Media streams. The encoder is available as a rack mounted device or as an office appliance that can be located in a conference room or video editing studio.

## StarBak Conference Engine

THE CONFERENCE ENGINE is an optional device in INV that allows basic video webcasting to be augmented with PC functions such as PowerPoint slides. In addition the Conference Engine can capture an H.323 feed as a video source. This allows companies to transform their video conference meeting rooms into instant video webcasting and on-demand publishing studios. In addition, it can be used to webcast live meetings / conferences and to make an online archive available for replay at a later date and remote location. The Conference Engine is available as a rack mounted device or as an office appliance located in a conference room near an endpoint.

## StarBak Delivery Node

THE DELIVERY NODE works behind the scenes to allow the video applications to scale as required to support the business objectives, WAN bandwidth limitations and network topology of the enterprise. The Delivery Node is a Windows Media and HTTP delivery device that can be used alone or in a complex hierarchy of devices to provide optimum delivery and economic advantages. This appliance provides full, on-demand and broadcast support for unicast stream splitting, unicast-to-multicast and scheduled rebroadcast, using a single inbound stream. It transparently delivers the Encoder and Conference Engine content to remote users for live events and on-demand replay. It has passed strict Microsoft certification tests and is fully licensed and authorized by Microsoft. The Delivery Node is available in a rack mount configuration for data center environments and is also available in a compact footprint for branch office deployments.



## StarBak Display Engine

THE DISPLAY ENGINE extends the INV solution to passive display areas such as cafeterias, lobbies and hallways. The Display Engine is a set top box form factor device that allows video and JPEG content to be displayed on standard televisions and high resolution LCD / plasma displays. Studio quality video or print quality posters (as JPEGs) may be injected into the INV environment after offline production by graphic artists. The StarBak Manager provides the capability to create multiple 'playlists' and to control the distribution and execution of these playlists on a system wide basis. The signage programs may be pre-empted by higher priority live broadcasts such as a CEO address and then will return to the playlist when finished. All of this is done under the control of the StarBak Manager.

## StarBak Client Player

THE CLIENT PLAYER is a StarBak developed, Microsoft Authorized Windows Media Player for UNIX® / Linux® environments and extends the Windows Media environment to scientific and engineering users. The Client player is available as part of the overall INV solution.



### StarBak offers the only video solution that allows an enterprise to use its own IP network to:

- **CREATE** a wide range of multi-purpose video content from any source (video conferencing endpoint, camcorder, TV, DVD player, VCR). A simple "click to record" and "click to stream" interface allows even non-technical publishers to quickly create content.
- **DISPLAY** video content on PCs, plasma screens, LCDs or TVs—all with equal ease. Employees can view video streamed to their desktop. Playlists can be sent to plasma screens in high traffic areas. Create digital signage that can be changed simply and frequently to target shifting demographics, regions or customer demands.
- **DELIVER** video to the widest possible audience for live or on-demand viewing. StarBak's solution provides a high-quality viewing experience that overcomes network problems such as spikes in traffic or insufficient WAN links. Content is streamed to viewers locally over high-bandwidth LANs.
- **MANAGE** video content through a content portal application that provides viewers, publishers and network administrators with a rich environment for acquiring content, publishing it live or on-demand, viewing, controlling access, and installing and managing devices.

# You'll never look at video the same way again.

## Here are some of the ways enterprises are using StarBak to revolutionize their video applications:

- **Efficient employee communications**—By leveraging existing H.323 end points / digital cameras, and taking full advantage of the simple creation and publishing process, same day and completely ad-hoc video communications are possible. This ranges from departmental updates to full CEO address to many thousands of employees. For sensitive information, the viewing is controlled based on LDAP groups. Conversely, the broadest audience can be reached, even non-technical employees, by using digital display / signage features in public spaces such as cafeterias and lobbies. Companies are realizing the power of instant video communications in explaining a business challenge, responding to a competitive threat or exploiting an emerging market opportunity.
- **Streamlined webcasting and on-demand streaming**—Live events and 'encore performances' of key messages can be streamed on a schedule, recurring or ad hoc basis. This is used for internal employee training, B2B and public communications alike.
- **Extending the reach of video conferences**—H.323 based meetings and conferences are extended to networked PC audiences for live meeting access or 24/7 on demand replay of the video archive.
- **Digital video archive**—The archiving and replay feature alone has shown tremendous value in sectors such as consumer research, education, medical and legal (video stenography and video depositions). Time savings, error checking / auditing / validation and controlled accessibility of the video archive are all important to these applications.
- **Digital Display / Signage**—Play content to PCs, TVs, or plasma screens in a lobby, office, store, bank or anywhere communicating with customers is important. Screens can be updated 24x7 to reflect the latest product offers or news. It can all be managed remotely. For example, you can create playlists of video and images, and assign signage displays to loop through different playlists depending on where the displays are located.
- **Integration of AV and IT**—Corporate TV is now streamed to desktop users over IP networks. IP streaming and video content can now be displayed on televisions and plasma displays.
- **Repurposing content**—Because all of the content that is created, no matter what the source, is managed by the same system, it can be reused for a variety of applications. Video conferences can end up on digital signage displays; content produced for external audiences can be re-used as corporate communication; live CEO broadcasts can be pushed to LCD displays in lobbies, shop floors, cafeterias and hallways, in addition to being available to desktop users.

## Where video applications converge.

StarBak Communications builds award winning technology that radically simplifies the creation, display, delivery and management of video based applications over networks. StarBak solutions are used by hundreds of companies worldwide including many of the Fortune 500, as well as education and government, and are available through more than 35 resellers including IBM Global Services. StarBak is a fully authorized, licensed and certified partner for Microsoft Windows Media. StarBak technology is also available to OEMs requiring Windows Media streaming capabilities in Linux and UNIX-based devices.

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