



Deliver TV Programming Over Your IP Network

VBrick Lets You...

- Distribute any number of TV channels to hundreds or even thousands of users over your existing IP network
- Broadcast standard or high-definition TV programs without compromising image quality or network performance
- Access television programming through a simple point-and-click interface on your computer or TV displays
- Browse a real-time channel guide to view upcoming programs and schedule recordings
- Create video "snippets" from recorded programs and put them together in a single playlist that you can share.

VBrick Systems makes it easy to deliver television programs to a virtually unlimited number of desktops and displays across your existing IP network – all through a feature-rich turnkey solution. Bring real-time financial news directly to the trading floor, compelling educational content to the classroom, or distribute your own internally created programs. No need for the headache and expense of having a separate dedicated video network.

This short guide will help you understand what you need to know in order to implement VBrick's solution, and to begin streaming television programming to desktops and displays across your network.

FIVE QUESTIONS TO ASK BEFORE GETTING STARTED

Depending on your network configuration and end goals, you may want to consider the following questions before selecting which VBrick solution is best for you:

Question 1: How many channels of television do you want to distribute?

There is no limitation on the number of channels you can deliver over your network. VBrick provides single and dual channel video streaming appliances, as well as a high-density solution when you need to deliver lots of channels simultaneously. Understanding how many channels you want to deliver at the same time will help us determine which solution is best for you..

Question 2: Does your network have the capacity to handle streaming video?

This shouldn't be a problem. We specifically designed our television distribution platform to stream TV programming over almost any network with minimal impact. Our solution employs bandwidth-conserving protocols such as multicast, which is supported by all major networking manufacturers. Multicast networking ensures that users on your local and wide area network are able to view streaming video by sending a single data stream across the network and replicating the data at the network's edge. This utilizes a minimal amount of bandwidth while maximizing the number of viewers. If you are unsure if your network supports multicast, contact your network vendor or VBrick's Professional Services group and we can perform a readiness assessment.

To find out more about VBrick System's Professional Services please visit our website at http://www.vbrick.com/support/prof_services.asp.

Question 3: Are you trying to reach a large audience and distributed regions?

VBrick's solution is great for streaming video inside your building or campus, but our solution is also highly scalable – allowing you to deliver video content to branch offices or entire school districts. The VBrick Enterprise Media System (VEMS), the nerve center of VBrick's video streaming solution, utilizes a powerful video-networking engine to help manage your streaming traffic.

But what happens if part of that network does not support multicast traffic? Don't panic. VBrick's solution enables you to deliver television programming over virtually any network. We combine the power of VEMS with the flexibility of our video streaming reflector technology. This enables us to send one stream across the network, even a non-multicast link, and a video streaming reflector on

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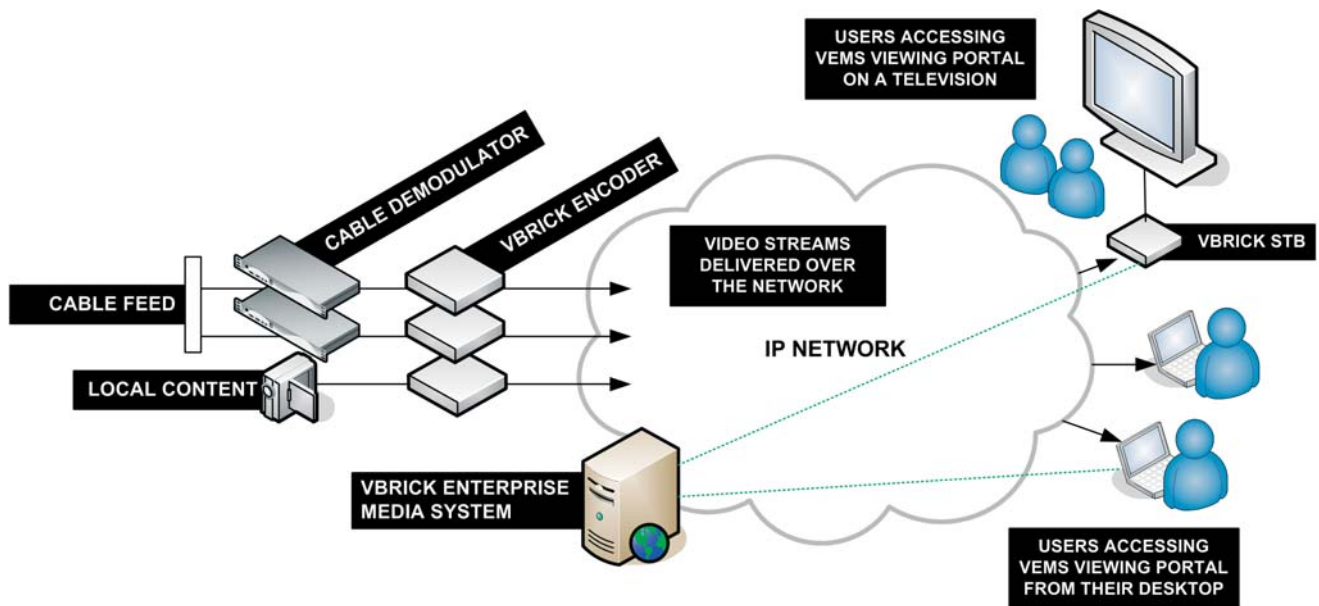
the other side receives the stream and retransmits it as a multicast transmission.

Question 4: Do you want to be able to record programs for on-demand viewing?

In a classroom environment your educational TV programming won't likely be on the air at the same time you want to use it to teach your students. In a corporate or government environment you might want to capture several channels of breaking news airing at the same time so you don't miss anything. VBrick's solution provides you the flexibility to record content, whether just one channel or forty channels, and be able to play that content on-demand.

Question 5: Do you want to integrate live television into your existing Unified Communications tools?

VBrick has worked hard to provide a complete turnkey solution, but we have worked equally hard making sure that same system can be used to deliver streaming video into third party platforms. Easily integrate live and on-demand video into learning management systems such as Moodle, into corporate intranets such as Microsoft SharePoint, and even directly into UC clients such as IBM Sametime and Microsoft OCS. Contact us today to find out more about how we integrate into these environments and more.





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WHICH VBRICK PRODUCTS YOU WILL NEED TO BEGIN DISTRIBUTING TELEVISION OVER YOUR NETWORK

VBrick Allows...

- Teachers to integrate live and on-demand television programming into their teaching curriculum
- Financial institutions to deliver real-time financial news directly to trading turrets
- Governments to watch, record, and review several programs at the same time.
- Companies to feed television programming into common areas to increase employee moral
- Everyone to integrate television programming into their digital signage implementations

VBrick's TV Distribution solutions can be categorized in five areas: Capture, Management, Record & Store, Transport and Playback.

Capture

VBrick's Video Streaming Appliance

A single VBrick Video Streaming Appliance provides everything you need to distribute live television channels across your LAN or WAN. Simply plug a cable feed into a tuner to demodulate the television signal, and connect the tuner to a VBrick Video Streaming Appliance for transmission over your IP network. VBrick provides a wide variety of video streaming appliances including standard and high-definition, as well as a high-density rack-mount solution when you need to encode a lot of video.

Management

VBrick Enterprise Media System (VEMS)

The VBrick Enterprise Media System (VEMS) is the brains and nervous system behind the VBrick video-streaming ecosystem. It provides a viewing portal complete with an interactive channel guide, scheduling and administrative control, as well as a powerful "behind the scenes" media management engine.

VEMS tightly integrates into your existing conditional access scheme by supporting LDAP, Active Directory, and single sign-on – allowing you to easily manage the content and resources that your viewers will have access to.

Record & Store

VBrick Enterprise Media System (VEMS)

VEMS also enables you to record two video streams simultaneously, and distribute them to our video on-demand server for later viewing.

VBrick Video On-Demand Server (VOD)

VBrick specifically built its VOD servers for the storage and playback videos on-demand. It allows you to set up easy access to bring recorded television content into the classroom, the boardroom, or the war room.

Optional

VBrick Network Video Recorder (NVR)

Our NVR allows you to simultaneously record up to 40 individual streams per server, which you'll find useful if you want to record more than two programs at once.



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Transport

Your Network

For distributing television content on your local area network you shouldn't need any additional network resources besides the VBrick components described. However, depending on your needs, you may wish to consider some of these options.

Optional

VBrick Reflector Appliance

If you're broadcasting to a large audience located on a non-multicast capable network, or your network is not multicast capable (like a WAN link), you should consider deploying a VBrick Reflector to minimize the impact of your webcast on network bandwidth. Usually placed at the edge of the network closest to webcast viewers, our Reflector locally redistributes a single video stream as multicast or unicast.

Playback

On the Desktop - VEMS

VEMS provides an intuitive point-and-click viewing portal that enables your audience to easily find and watch live and on-demand video right from a web browser.

On a Display - VBrick's IP Receiver

Our IP receiver provides access to the VEMS viewing portal and to all of the live and on-demand content on the network directly through a television, LCD display, or plasma screen.

BEGIN BROADCASTING TV OVER YOUR ENTERPRISE NETWORK!

VBrick has designed its TV distribution solution to be remarkably easy to set up, configure and use. Here are the simple steps to get going.

Step 1: Connect your television tuner to a VBrick video-streaming appliance, and choose the channel that you want to stream.

Step 2: Connect your VBrick video-streaming appliance to the network.

Step 3: Install the VEMS and VOD servers on the network.

Step 4: VEMS automatically discovers your VBrick and you can configure it for the TV channel you want to broadcast over your network.

Step 5: Viewers then log into the VEMS viewing portal and enjoy instant access to live programming, the ability to schedule records, or view previously recorded content.

ABOUT VBRICK SYSTEMS, INC.

VBrick is the leader in Enterprise IP Video, with over 6,000 corporate, education and government customers and 60,000 installations worldwide. VBrick solutions work over standard IP networks and the Internet to enable the creation, publishing and distribution of rich media content. Our comprehensive streaming solutions are used in a wide range of live and on-demand applications including meeting and event broadcasts, employee video-sharing, distributed learning, digital signage, TV distribution and video surveillance. Headquartered in Wallingford, CT, VBrick's products and services are available through industry-leading value-added resellers.