



Customer

Major Aircraft Company

Application

News Distribution to Employees

VBrick Equipment

VBrick Model 1200 encoders and Model 2200 decoders (with Ethernet Interface), VBrick IR remote control and StreamPlayerII software for PCs

Networks Employed

Switched Ethernet

THE CHALLENGE

A large aircraft company needed an efficient and cost effective way to inform employees of the latest company news. The content would consist of speeches from top management, airline industry related events from around the world, financial and other human resource generated material. The system had to be able to deliver various information including live and stored video/audio, graphics, and text. Employees would view the news in common areas such as cafeterias, break rooms, or at their workstation (PC).



THE SOLUTION

The company had previously invested heavily into a robust switched Ethernet network that reached every desired viewing destination. It was able to leverage this investment by adding VBrick 1200 encoders and VBrick 2200 decoders at key locations. An in-house video studio is the focal point for the news distribution system. VBrick 1200's are connected to an analog video switch and to an Ethernet switch on the digital side. Now, any multimedia source can easily be connected to a VBrick encoder to stream over the network.

A VBrick 2200 decoder was located at each viewing location. The decoder is connected to the Local Area Network (LAN) where it can tune into any of the video streams originating from the VBrick 1200 encoders. Each VBrick 2200 accepts the video stream from the network as IP packets and then converts them to standard NTSC television signals. A TV monitor was located with each VBrick 2200 decoder for employees to see the latest news. A VBrick IR remote control at each location, allows employees to tune into any available video program by simply pointing and clicking the remote at the VBrick.

For some employees it is not convenient to go to a common area to view the company news. Therefore, in these cases the company streams the content over the LAN directly to the employees PC.

VBrick's StreamPlayerII software allows these employees to choose the video stream from a user-friendly program guide. Once selected, the audio and video can be viewed full screen and in full motion on the employees PC monitor. Select employees can also record the video broadcasts directly to their hard drive as a standard .mpg file for future viewing or so that it can be emailed or FTP'd to another location.

THE BENEFIT

This leading aircraft company benefits several ways from the use of VBricks:

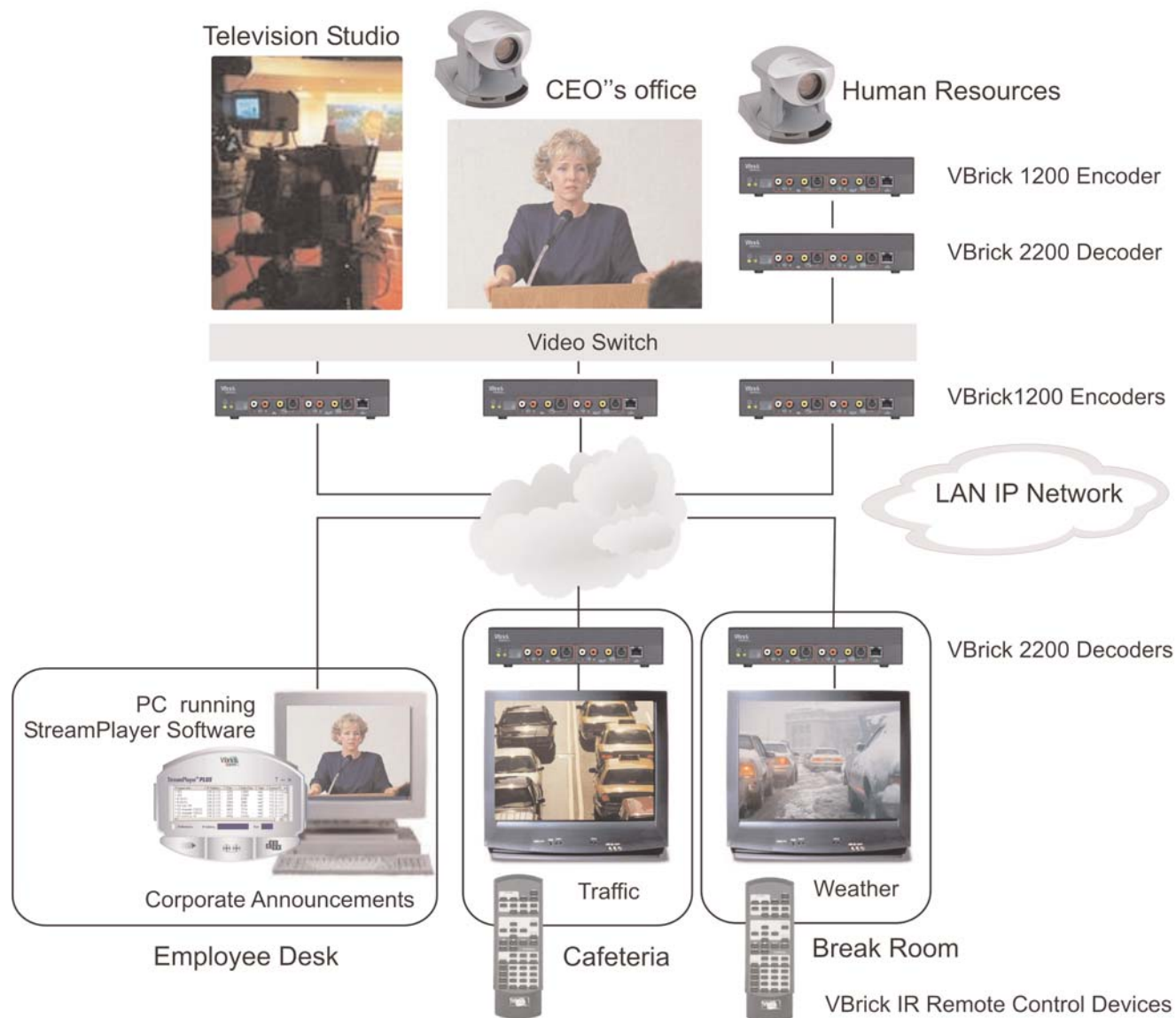
- Improved communications between management and employees
- Lower equipment and maintenance costs (no need to run coax to distribute video - use existing LAN)
- Increased productivity by streaming news directly to employee workstations (employees with PCs don't waste time going to common areas to view company news)

SPECIFICATIONS

CASE STUDY



This aircraft company has realized the power of multimedia communications. Employee morale has increased, which has many benefits to the company. The company would not be able to provide this new communications infrastructure without VBrick technology. By providing television quality video, network friendliness, reliability and value, the MPEG video encoders and decoders are making it easier for companies to enhance communications within and between organization.



VBrick Systems, Inc.
 12 Beaumont Road
 Wallingford, Connecticut 06492
 USA

Telephone: 1-203-265-0044
 Toll Free (USA only): 1-866-VBrick 1
 www.VBrick.com