

NevoTV

IPTV: A window into a world of new services—and revenues.

Today’s building operators must find a way to generate new revenues in the face of falling profits and increasing operating costs. Interactive services promise to provide users and guests with more customized content that will add value to the building experience.

But, the market potential for interactive services is greater than in-room entertainment and information. To fully exploit the possibilities, building owners and operators must leverage their existing infrastructure to get more out of their investments. They must meet user needs by delivering customized IT services, interactive content, environmental controls, and property billing and maintenance, in a convenient, cost-effective way. To truly differentiate a property, owners must give users the world at their fingertips, and offer access to services that will create a customized, efficient environment.



NevoTV. It’s not just a TV anymore. It’s another IP appliance.

NevoTV is a cost effective IPTV solution that integrates voice, video and data onto an IP network, and delivers customized content and services through the TV. The television is no longer just for entertainment—it’s an IP appliance that gives users access to new services, property information, communications tools and environmental controls to provide a customizable building environment.

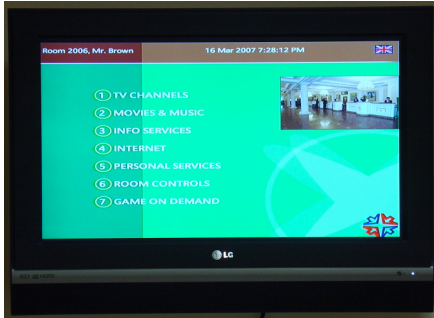
For building operators, NevoTV cuts costs by eliminating the cable TV infrastructure, and provides interactive services over a plug-and-play IP network. This IP backbone carries data, voice, building management, back office and environmental controls that can be synchronized to work together. Information that is typically delivered via the telephone, such as voice mail, can now be integrated with other messaging services, and delivered over the TV. Support of ZigBee protocols provides remote access to NevoTV, and provides a foundation for wireless interactive services.

With NevoTV, the television becomes the nerve center of the boardroom—or the living room. It’s an interactive device that provides a window into all services, giving users the ability to control the building environment from a single, integrated system.

Generate New Revenues with High-Quality, Differentiated Services

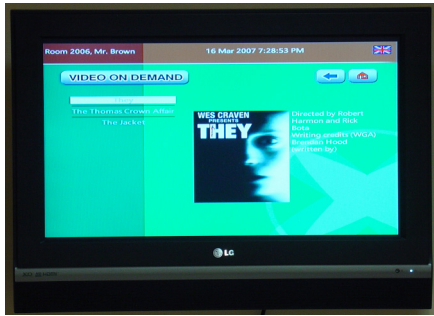
NevoTV creates new revenue streams and differentiates properties by leveraging the flexibility of an IP network to offer converged voice, video, and data services. Owners and operators can develop a property-specific interface that promotes the unique benefits of a building, delivered via the NevoTV platform.

Properties can generate new revenue by providing advanced IT services, including integrated voice mail, email, fax, text, and entertainment services, such as Pay TV and video on demand, delivered over an IP network—and accessed via the NevoTV



platform. These services, in addition to standard web browsing, can be offered on a pay-for-use basis, or as an added value option to attract new users and guests.

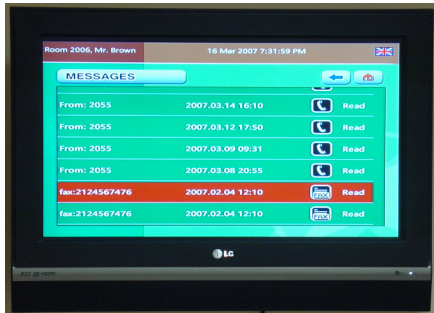
In addition to traditional IT and entertainment, NevoTV promotes the use of building services, such as restaurants, meeting rooms, conference centers, gym or spa, allowing users to easily make reservations, charge services and gain access to amenities. Property owners can also generate advertising revenue by using NevoTV as a channel to promote the use of in-house and local business services.



A New Level of Entertainment, Information and Communications

Today's users demand a more efficient building environment that requires sophisticated information delivery, communications and entertainment services. NevoTV offers unprecedented functionality, increasing the potential for revenue while maximizing existing investments.

And, unlike standalone offerings, NevoTV goes beyond IPTV and integrates with other building services, providing access to IT, communications, building management and entertainment capabilities over a single, converged platform.



Enhanced TV, Video and Music on Demand

NevoTV greatly enhances the quality, variety and personalization of entertainment services. Building users have access to hundreds of channels, up to 1,500 video titles, and 15,000 music titles, tailored for their language and interests. All content is available on demand and supports up to 1,200 simultaneously users. With IP-based NevoTV, video and music are digitized and can be controlled by the user with play, pause, fast-forward and rewind functionality.



Building Information Services

NevoTV integrates information from all building systems and extends building-specific communications to guests and users. Users can view and access facilities and activities on-screen. With NevoTV, users can get information about events and activities, schedule maintenance and service visits, and access up to date billing through the TV, over an IP network.

Integrated Voice, Data and IT Services: NevoTV provides high-speed Internet access via the TV and a wireless keyboard that can be used for Web browsing and email. NevoTV also integrates IP telephony services, allowing users to access voice mail, email, fax and text messages.



Integrated Environment Controls: With NevoTV, building users can control their physical environment by accessing IPTComfort—the Nevotek IP-based, integrated building management system—through the TV remote. Lights, curtains, and room temperature can be controlled through the TV, offering an integrated and customizable approach to environmental control. Wake up requests, initiated with NevoTV, can be received as a phone call, a specified TV channel or as music played on the TV.

A Converged End-to-End IP Architecture

NevoTV has four key components that deliver flexible, scalable, building-wide convergence and functionality.

- **Reception**

The NevoTV headend converts satellite broadcasts into an IP format. The headend is located at the satellite dish connection, and is part of the building reception system.

- **Transport**

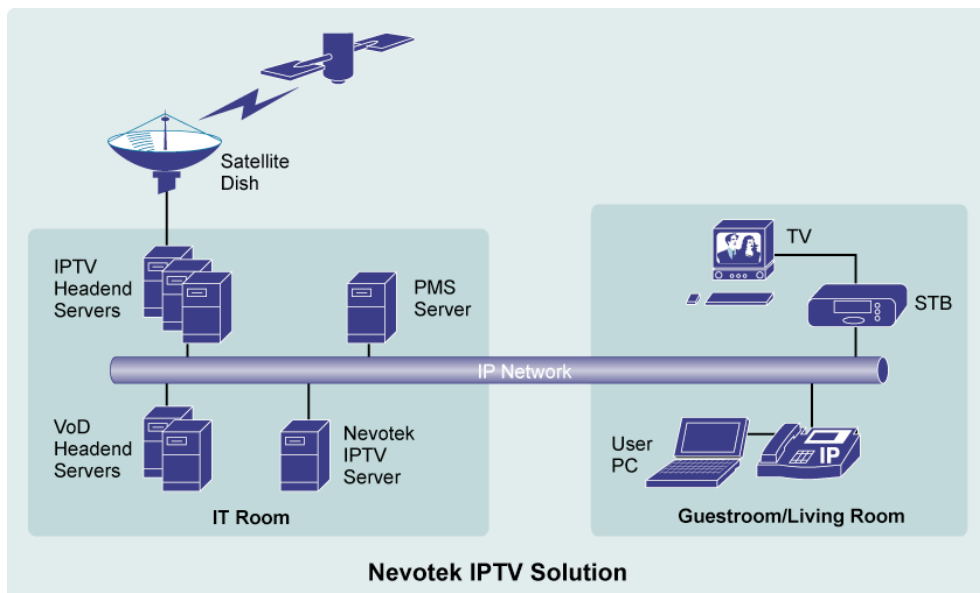
NevoTV runs over a building's existing IP network and integrates with all other systems on that network.

- **Endpoint**

NevoTV works with a set-top box and TV screen at the end user location. This standard equipment can be plugged into any IP outlet, eliminating the need for coax runs, and providing ultimate flexibility. Users can access NevoTV from their TV screen, or via an IP phone.

- **Nevotek IPTV server**

The Nevotek IPTV server software runs on standard Intel platforms. The modular and flexible server systems acts as a controller for the NevoTV environment and integrates with all Nevotek convergence solutions, as well as other IP based building systems.





"The IP Convergence Company"



A Solution for All Buildings—and Industries.

Every building environment can take advantage of NevoTV capabilities to improve the user experience and impact efficiencies and profitability for building owners.

- Hotels:** Hotels can improve the guest experience and meet the unique needs of every visitor. Guest information can be stored and accessed to accommodate local language, culture and personal interests, such as TV channels, music and room temperature. Owners and operators can better promote in-house services and generate revenue with pay-per-use entertainment opportunities and in-room advertising.
- Hospitals and healthcare:** Health care facilities can generate revenue and improve patient care by providing a single point for information, entertainment and communications. Television become plug and play, allowing hospital operators to share resources and make patients more independent in their entertainment and communications needs.
- Residential complexes:** Developers can provide flexible television service to hundred of homes without the need to lay multiple cable runs. Every room can be wired for TV based on an IP network, eliminating the expense and inflexibility of coax. Occupants receive up to several hundred channels and access to video and music archives. For boutique environments, such as luxury vacation homes, developers can add hotel-like features, while creating a revenue source for the complex.
- Office complexes:** NevoTV allows office buildings to deliver corporate broadcasts, training, and daily information, anywhere in the building—from the desktop to meeting rooms and presentation centers. NevoTV offers plug-and-play distribution of IP-based content without the need for special wiring or equipment over a standard TV. In addition, tight integration with building management systems and IP telephony systems give building operators the option of controlling the environment or managing communications through the IPT customizable interface.
- Public areas:** In public areas, such as movie theatres, airports or conference centers, NevoTV provides access to information, communications and services that can generate new revenue and improve the users building experience. Users can access building maps, conference activities or event times, as well as purchase tickets, make restaurant or transportation reservations or book a seat at a conference—all over an IP network. In airports, online entertainment can be available for purchase through NevoTV, or security alerts can be broadcast throughout buildings in real-time.

Nevotek. The IP Convergence Company

Nevotek offers a suite of convergence solutions designed to work together to improve the building experience. All Nevotek solutions are IP-based, and work with existing building and IT systems and facilities, providing the ultimate in flexibility and customization. These integrated solutions are a platform for services that will generate new revenues, reduce costs and meet the needs of all real estate stakeholders—owners, users and providers.

The Nevotek product line includes horizontal and vertical solutions for all real estate ventures. VIPSuite targets hospitality services and IPTComfort provides building management integration for real estate initiatives. Horizontal solutions support a broad base of functionality; NevoTV, an IP TV and VoD solution, IPTOffice, a productivity suite, Adagio offering multi-tenant unified messaging, and Sigma5 for billing and back office operations.

For more information, contact www.nevotek.com.

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