

Wegener Corporation  
iPump and COMPEL  
Marketing Collateral  
By: Claudia Kienzle

## **Section 1: Overview**

### A Media Rich Universe

Effective use of media has become imperative for today's commercial enterprises. While the public has become extremely media savvy, people are more apt to be swayed, influenced, and impressed by information delivered in media rich presentations. People are captivated by video in ways that static signs, marketing literature, and PA announcements cannot achieve.

And the better the media, the bigger the impression it can make. So high-definition video, animated graphical signage, polished A/V productions, closed captioning, and other broadcast-style eye candy are all worthwhile investments.

### Filling a Tall Order

For today's corporations, technology for producing high-quality videos and even streaming media over IP networks has become incredibly friendly and affordable.

The REAL challenge is delivering this media rich content via satellite, fiber, IP network, or any distribution method to a geographically dispersed audience while maximizing bandwidth, human capital, and other valuable resources—all the while controlling exactly what is seen by whom and when at any given moment.

With over 30 years experience in managing and controlling point-to-multipoint multimedia distribution over satellite, fiber, and IP networks, WEGENER has developed an elegant, comprehensive, secure, proven, and cost-effective family of products that work together to enable commercial enterprises to deliver their message with extraordinary impact and control.

Among the innovative, patented solutions offered exclusively by WEGENER are: the iPump® 6400 and iPump® 562 media servers; COMPEL® Network Control and COMPEL® Conditional Access for dynamic command and monitoring of multi-site video, audio, and data networks; and MediaPlan® I/O and MediaPlan® CM for ingest, scheduling and management of digital assets.

### COMPELing Customization

Together, these products form an end-to-end solution that makes it easy and cost-effective to schedule, manage, and deliver media rich content over any distribution network to either a TV or PC screen with extraordinary control over which content will be consumed when at each and every receive location.

Regardless of where the Network Operations Center is located, that centralized location can deliver content to multiple sites worldwide in a way that makes the end-user believe it has been generated locally just for them—for their listening pleasure, their shopping experience, their entertainment, or their training.

The same family of products may be configured and scaled to fit any size, budget, or type of private network. But they are also versatile in the types of applications they enable, including file-based radio broadcasting; digital signage for retail, restaurants and banking; in-lobby branding and entertainment; on-demand corporate training; and corporate communications.

### WEGENER Value Proposition

These WEGENER products empower corporations to deliver hefty media files in a way that doesn't squander their precious network bandwidth or impair or compromise their firewalls or network security.

WEGENER customers can personalize, customize, update, reschedule, and modify their content or message rapidly as they see fit very easily—without the need for a large, trained staff to carry it off. Digital media assets can be tracked, stored, and retrieved in a way that maximizes people's time and the value of their assets. And the content can be watched on-demand, from virtual channels, or even live anywhere regardless of time zones.

But more importantly, WEGENER's private network technology—leveraging iPump, COMPEL, and MediaPlan systems—enables today's enterprises to boost their bottom line by building and reinforcing their brands and image; by selling targeted advertising; and by controlling every aspect of the content, timing, and delivery of their corporate message.

## **Section II: File-Based Networks**

### File-Based Radio DJs

The radio business has always been locally driven—with DJs giving us the latest news, weather, and events, and talking up to the lyrics of a song. Over the years, listeners have come to regard many local jocks as celebrities and VIPs identified with their locale.

But as the radio industry undergoes dramatic changes, the concept of the local DJ is becoming part of our American folklore—conjuring warm memories but no longer practical.

Financial pressures have caused station groups and national radio networks to find new ways of delivering the local radio service more efficiently without

compromising quality. The first step was to automate at the station level wherever possible; and now many station groups have decided to automate hundreds, even thousands of stations, from a centralized network operations center.

This is the case with Jones Radio Networks, which now runs over 2,000 radio stations nationwide from a handful of studio locations, including New York, Denver, Los Angeles, and Chicago, relying entirely on a file-based radio technology platform designed and implemented for them by WEGENER.

But Jones Radio hasn't lost its local touch. In fact, listeners would never suspect that there wasn't an actual DJ sitting in a control room right nearby. In reality, the station IDs, promotional taglines, and other local flavor are pre-recorded, often months in advance, at a remote site and the media files sent via satellite to stations along with programming for automated playout. The liners play out at just the right time of the day, and even feature the right voice or program reference for that day part, reinforcing the illusion that the channel is "locally derived."

This "hyper-localized" listening experience enables Jones Radio to maintain a quality local presence in each of its radio markets, while significantly reducing its overhead—such as the cost of hardware and manpower that would be needed 24/7/365 at local station sites—as well as the human error factor that's common to repetitive tasks.

Based upon the success of its file-based radio workflow, Jones Radio Networks recently expanded its distribution infrastructure, which is based on WEGENER products—including the iPump® 6420 audio media server and Unity 4600® satellite receivers/audio media servers—and WEGENER's patented "Parameter Addressing" technology that enables the media server to automatically identify the most appropriate liner/insertion commands to playout at any given moment.

WEGENER COMPEL® is also a critical component to the workflow because it offers centralized control over what gets played out where. With thousands of stations all delivering different programming formats, interstitial commentary, and regional/local ads, this task quickly explodes into complexity without an accurate, intuitive, flexible system for centralized, hands-off control across the network.

COMPEL commands, which are sent via satellite along with the programming content, instruct the iPump 6420 media servers on the receiving end how to carry out the schedules. For more streamlined distribution, stations can be organized into programming "switch groups," organized by time zone or other criteria.

And liners and ads can be store/forwarded to disk storage within the media receivers, and played out over live music programming without consuming any additional satellite channel bandwidth. And should there ever be a power failure or other loss of signal, the media servers can automatically play evergreen content that was stored there in advance until the technical problems are resolved.

For radio broadcasters, the cost-efficiencies of file-based networks are extremely compelling—especially now that advertisers have unprecedented choices for where to put their ad dollars. File-based radio distribution enables station groups to maintain high quality production standards at each of their stations despite the increasingly competitive business environment.

WEGENER's intelligent, centralized, file-based workflow enables radio broadcasters to manage the delivery of unique programming content from each station; maintain a local identity in the market; and maximize revenue from advertising. Since they can accomplish this while reducing personnel, bandwidth consumption, and other capital costs, this value proposition leads to a rapid return on investment and increased profitability.

### **Section III: Retail and Digital Signage**

#### The Digital Signage Revolution

Digital signage is transforming the retail environment, making it more dynamic, entertaining, and informative. For business owners, digital signage presents a powerful and unique opportunity to build and strengthen brand identity, promote products and services, and provide valuable, timely information and entertainment.

A well crafted, multimedia rich display can captivate the attention of shoppers and patrons, influence their buying decisions, and help pass the time while waiting in line. Once a novelty, it's now becoming commonplace to see digital signage everywhere—in stores, banks, restaurants, waiting rooms, and other public places.

#### Controlling Content

WEGENER has been in the vanguard of the digital signage revolution, providing a full-featured, end-to-end solution that delivers high quality video, audio, graphics, animation, and data. But what distinguishes WEGENER's digital signage solution from others on the market is WEGENER COMPEL network control because it enables companies to control every aspect of their digital signage network from a central, remote location, ensuring quality control and consistent corporate branding.

With COMPEL, network administrators can update, modify, or delete digital signage elements—with live or automated commands—on behalf of all receive sites. Companies can also determine which content will be seen at each of their retail sites—treating them as individual stores; grouping them by regions or zones; or organizing them according to a wide range of criteria. In store, zone-based marketing means that retailers can inject a regional flavor into audio/visual presentations, and promote products, offers, and services that are relevant to the people of a particular geographical area.

### On-Demand Training

COMPEL also enables remote control, scheduling, and monitoring of receive equipment, which means that the workers at the retail sites do not ever need to operate or troubleshoot the equipment.

However, the digital signage equipment at each retail site can be used to communicate with these dispersed workers, to keep them apprised of corporate news and policies, and to provide them with back office video training and information programs on demand.

WEGENER's digital signage systems may be configured using a variety of components including: the iPump 6400 rack-mount server; iPump 562 desktop media server; SMD 515 MPEG-4 HD-ready set tops, as well as COMPEL Network Control and MediaPlan® CM for media asset management.

### The Advertising Angle

While corporate branding and promotions are key motivators for adopting digital signage in the retail environment, many see digital signage systems as a means to generate new revenue streams through the sale and placement of paid advertising.

Advertiser support can help retailers the costs of implementing and operating digital signage technology, as well as give manufacturers an opportunity to inform consumers about their brands and products at the point of purchase.

WEGENER COMPEL enables precise control over the distribution and display of advertising across the digital signage network, as well as via WEGENER's commercial background music solution. Like digital signage, commercial background music reinforces brand identity, provides a channel for marketing and corporate information, and enhances the shopping experience.

## **Section IV: Corporate Communications**

### Dedicated Video Solution for Corporate Communications

In today's corporate environment, having everyone on the same page—using approved customer service strategies, back office procedures, or proven sales techniques—can greatly improve the bottom line.

And the best way to bring everyone up-to-speed quickly is by using high-quality video and audio for training and corporate communications.

Corporate messages can be delivered as live broadcasts—such as the CEO speaking on-camera about an important development at the company, or live video of key sales or marketing meetings—so that everyone is exposed to the same, consistent information or message at once.

Video programs can also be delivered as video on demand so that workers can determine the most convenient time and place to watch the show or take the training regardless of their time zone or location—without ever leaving their station.

### Demanding Medium

While video is a powerful, ubiquitous medium popular for corporate communications, the corporate LAN or WAN was never intended to carry large video programs or files. Unlike data files, video is a bandwidth hog that can tax the IP network's bandwidth, bringing other enterprise communications to a halt.

To control and facilitate the delivery of video swiftly across the corporate enterprise, WEGENER offers a comprehensive solution that allows corporations to deliver video media efficiently via their satellite, fiber, or hybrid networks; live or on-demand; for viewing at the desktop or on a TV. WEGENER uses state-of-the-art industry standard compression and delivery methods to ensure that bandwidth is consumed judiciously.

This WEGENER family of products, which includes iPump® 6400 and iPump 622 media servers; COMPEL and COMPEL CA for network control with conditional access; and MediaPlan for content ingest and digital media management, handles the rigors of video distribution while offering complete control over what information is sent to whom when.

### Content Control

Live video channels and virtual channels—as well as the assets and metadata used to create them—can be scheduled, organized, managed, and delivered to a scalable number of receive sites all from a single, centralized, administrative PC. Receive sites can be monitored, and files changed, updated and deleted from remote storage devices from the centralized network operations center.

Once video content has been forwarded and stored onto iPump Media Servers, it can be accessed via TV monitors and/or computer desktops over LANs. By sending the video to the edge of the network onto specialized devices, corporations can ensure an optimal viewing experience. When video is pulled onto the corporate LAN for viewing at the desktop, this video solution is IT-friendly and does not compromise the network's firewall or other IT security.

### Value of Video

From the desktop, employees can use a standard Web browser to browse the contents of the media library on the iPump using an interface that integrates video, JPEG pictures, textual descriptive data, metadata, and media play lists, as well as select it for playback.

WEGENER's iPump, COMPEL, and Media Plan solution has been designed to be easy to use, both for network administrators and employees, as well as to provide a rapid

return on investment. When workers waste time searching for the right information, or spend time and money traveling to meetings and training seminars, there is lost productivity and all of these costs erode revenue.

This same technology also offers the opportunity to reach customers and visitors by piping corporate video into lobbies, waiting rooms, and meeting areas for display on large screen TVs and PC monitors. Digital signage, Infotainment, and In-Lobby Entertainment use multimedia to educate and inform the public about the company's products or services and serve as a platform for corporate image branding.

#####