

NovraLink Applications

From a central control office that can be located virtually anywhere, **NovraLink** serves up training videos and slides, branded digital TV, compelling music videos, or informative lifestyle messages for a clinic waiting room.

State-of-the-art slim and attractive plasma screens or LCD panels are positioned in waiting areas or at the point of purchase in the retail outlet. These can be in grocery stores, medical offices, hair salons, and any other place where consumers are a captive audience and are buying.

With **NovraLink**, advertisers can deliver micro-advertising to targeted demographic groups, realize sales uplifts and get a return on their investment.

System Features

- Fast, secure, cost-effective refresh
- Addressable receivers and receiver groups
- Powerful and intuitive user interfaces
- Content management and playout scheduling
- Multiple acknowledgement schemes or FEC enhanced reliable one-way delivery
- Player modes support store and scheduled playout; on-demand playout; file sharing
- Robust, unattended player operation
- Distribution queue priority management
- Compliant with industry standards to ensure interoperability with 3rd party equipment
- Supports virtually any common media file format
- Local messaging control at the receiver

“NovraLink is a flexible and powerful engine for media distribution and playout. From satellite distance learning, to retail digital signage, to captive audience TV, to music video jukebox, NovraLink is right for the job.”

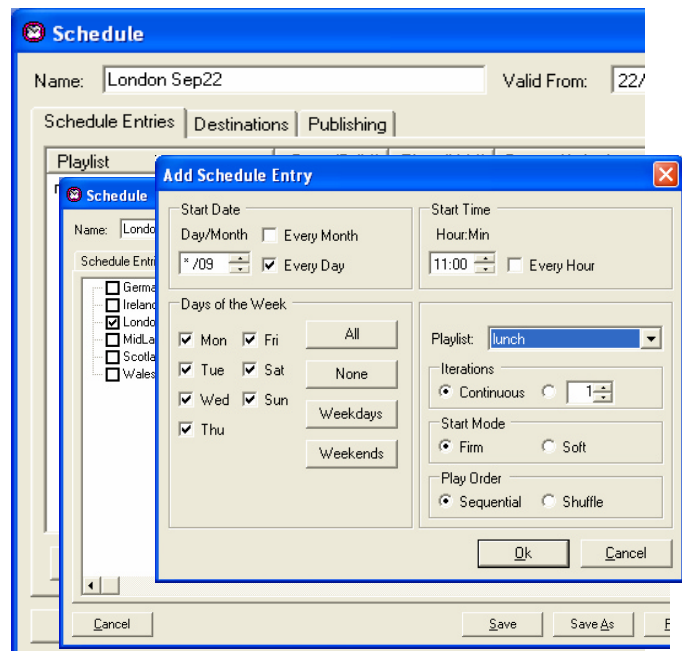
NovraLink Publisher

A key component of **NovraLink** is a very powerful publisher application that gives you the tools to commission your network of receivers, and manage your content and playout.

Through intuitive graphical user interfaces the publisher decides **WHAT** gets played, **WHERE** it plays out, and **WHEN** it will play out.

Other publisher tasks and capabilities include:

- Importing content
- Tagging and previewing media files
- Creating play lists and playout schedules for various parts of the day, week, and month
- Uploading media, schedules, and other files to the distribution server
- Establish local message slots
- Manage players



Reliable Distribution

The **NovraLink** DisseMedia technology is Novra's reliable file delivery system that uses advanced adjustable forward error correction to ensure error-free delivery of files.

The DisseMedia server comes in a pre-configured rack mount platform and was designed and optimized for use over DVB broadcast systems.

DisseMedia caches uploaded files and encodes them for immediate transmission or schedules them for off-hours transmission. The files are transported on multicast IP at prescribed bitrates to any DVB compliant IP encapsulator for broadcast over the satellite.

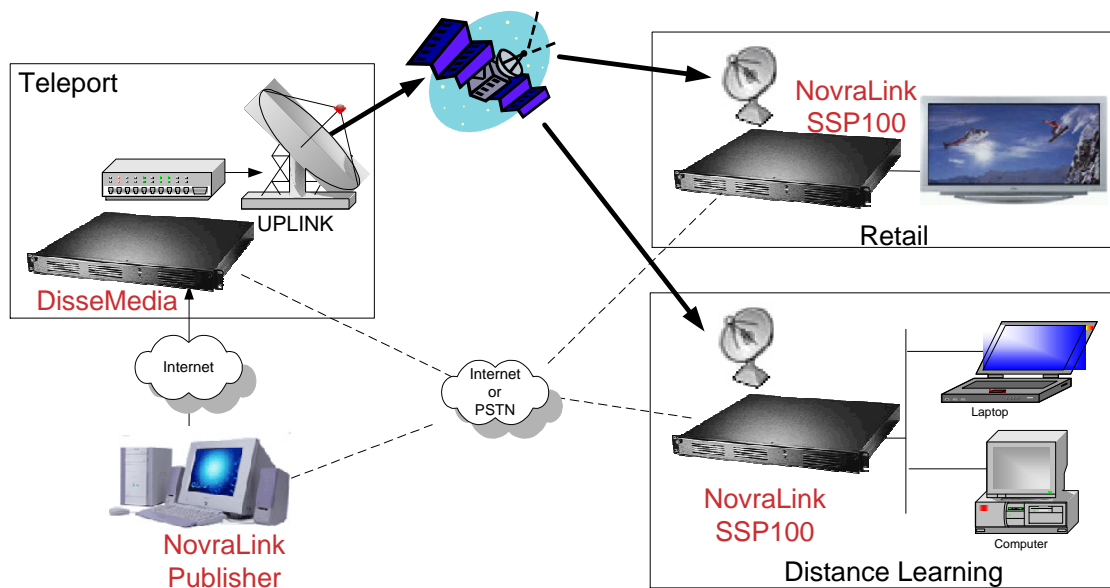
Flexible Payout Modes

NovraLink SSP100 receiver appliances have the flexibility for operation in the mode that best suits the application.

As a component of digital signage the SSP100 will simply play cached media as scheduled by the publisher.

In a jukebox application, the SSP100 will receive and cache new music videos but the payout is under full control of the local DJ.

Students using **NovraLink** for distance learning will use the school LAN to access the shared folder on the SSP100 and pick up course lessons, PowerPoint presentations, and other learning materials.



NovraLink Benefits

- Distribute content quickly and timely
- Much more cost-effective than CDROM mail-outs
- Deliver consistent and controlled content from one central office
- Reliable delivery won't be compromised by network congestion
- Highly modular and scaleable; adding more receivers has little impact on a push network.
- Use the authoring tools that you are already familiar with

Novra and Our Customers

Novra designs and manufactures DVB-S encapsulators and data receivers, ATSC receivers as well as the **NovraLink** solution.

As an equipment vendor we work with satellite operators and service providers, business TV service providers and systems integrators. We are not in the service provider business and we don't compete with our customers. Our specialty is IP over DVB and we can shape our products to fit your needs.

Bring your **NovraLink** application to us and we can work with your service provider or help you select one from our partners.