

LOCATEL SWITCHES TO SATELLITE FOR DIGITAL DELIVERY OF ITS VIDEO RENTAL FILMS

Locatel selects Eutelsat and Castify Networks to update its range of video titles rented out to hotels

Paris, 1 September 2003:

Locatel, France's leading integrator of audiovisual and multimedia technology solutions, and Eutelsat SA, one of the world's leading satellite operators, wish to announce that a distribution contract has been signed for the digital delivery of video rental films by satellite to Locatel's customer hotels. In switching to a direct satellite link-up into the local servers of the hotels, Locatel has two objectives: to simplify the delivery process and to enhance the range of titles it offers for rental.

Locatel, which currently reaches 135 000 hotel rooms and 70 000 hospital beds, provides the equipment for its customers to access a wide range of audiovisual and multimedia services. Until now, access has been based on a pay-per-view system, with a choice of four films has been broadcast at a fixed time each day and a selection of video players made available for communal use at each client location. Films have been delivered to the hotels on VHS cassettes.

"Thanks to satellite delivery and to local storage of the films in digital format, every customer can now watch the programme of his or her choice on a video-on-demand basis with full freedom to watch whenever they choose and to interrupt the film as often as required. Eighteen films will be available full-time - four times more than our daily offer today," says Guillaume Deguerry, Export Director for Audiovisual Hotel and Health Services at Locatel.

Every ten days, two new films will be sent to all client hotels in compressed MPEG 2 format via a signal uplinked from the Eutelsat platform in Rambouillet (France) to the ATLANTIC BIRD™ 2 satellite. Using routing and distribution software developed by Castify Networks Systems (Castify EBN) to encrypt the signal and manage its delivery, the content is received simultaneously by all digital servers in the hotels. The receive equipment comprises a parabolic antenna 90 cm in diameter, connected to a local server equipped with the Castify EBN client software which looks after access rights. The Castify EBN software also ascertains that the content has been fully received and, if necessary, uses the redundant data to reconstitute any missing elements before storing the content at the hotel on the local server.

Olivier Millès-Lacroix, Director of Eutelsat Products and Sales, sees the choice of Locatel as a perfect illustration of satellite's appeal to companies that need to transmit audio, video and multimedia content to multi-site networks. *"By combining satellite's capabilities to broadcast to wide audiences with secure routing and distribution, we have made it possible for Locatel to switch to a fully automated method of delivering and storing the content it rents out to its customers. Additionally, because heavy video files are being transmitted, satellite offers the advantage of universal high-speed coverage, which is important because a large number of hotels are located at some distance from the terrestrial ADSL or cable networks. In more general terms, these new satellite services, which combine delivery and local storage of content, are enjoying increasing success in the eyes of the major public and private networks. For example, they are used for feeds into ADSL and are employed by the major distribution chains for audio and video displays in their networks of shops, as well as by universities to broadcast educational content."*

"By the end of 2003, we shall have equipped our first 50 hotels. Deployment will take in new customers as well as existing clients who wish to take advantage of this new technology. In switching to digital, we are of course committing to an initial investment, but the use of

satellite delivery enables us to substantially simplify the process of updating the range of programmes we rent out and, above all, to apply these new technologies in line with Locatel's strategy to extend our service offer and the quality we provide, and it is our customers who benefit," adds Guillaume Deguerry.

About Locatel

Locatel is an integrator of audio and multimedia technology solutions and has a staff in excess of 400. It now operates exclusively in the professional field. A subsidiary of the Perfect Technologies Group, its main markets are professional audiovisual content, event-based activities, and hotel health services.

Based on a national network of some twenty branch offices, including French territories and departments overseas, and an international network centred on local distributors, Locatel guarantees its customers the provision of a local community-based and maintenance service.

About Eutelsat

Eutelsat S.A. is one of the world's leading satellite operators with capacity commercialised on 23 satellites that provide coverage from the Atlantic to the Pacific. Eutelsat's satellite infrastructure gives it the flexibility to offer direct-to-home broadcasting, video distribution and contribution services, corporate network solutions and a portfolio of IP applications including broadband Internet access and Internet backbone connections. From its strategic HOT BIRD™ orbital position at 13 degrees East and other orbital positions, Eutelsat transmits more than 1300 television and 800 radio stations reaching an overall audience of 107 million cable and satellite homes.

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About Castify

Castify Networks develops innovative technologies on a turnkey basis for the rapid deployment of distribution platforms superimposed on existing infrastructures to allow the delivery, broadcasting and access management of all types of digital content (texts, images, audio and video) on a very wide scale. Castify's leading-edge technology allows secure simultaneous delivery to millions of users from a single point of access.

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