ENENSYS IBC 2015 PREVIEW DOCUMENT

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ENENSYS Technologies is a leading designer and manufacturer of digital TV transmission systems. Its products sit between encoding/multiplexing and transmission, facilitating signal distribution over a wide variety of networks including IP. ENENSYS is the world leader in broadcast network technology, providing powerful optimisation and regionalisation solutions. The company covers the key standards such as DVB-T, DVB-T2, LTE Broadcast, ATSC and ISDB-T. It develops the technology embedded in its products and has released 15 patents to protect its intellectual property.

DEBUTING AT IBC 2015

AdsEdge – ENENSYS' brand new AdsEdge solution will make its debut at IBC 2015, addressing the need to more effectively monetise broadcast content. Television remains the most effective means of engaging audiences and DTT free-to-air still dominates the broadcast and content delivery landscape. AdsEdge allows broadcasters to maximise this opportunity. The system offers an innovative approach to local video content management, allowing the insertion of local content, such as adverts, news and weather forecasts, at the final stage of delivery. AdsEdge is based on SCTE 35 markers and enables locally targeted content to be inserted at the edge of the content delivery process – at the transmitter site – within a DTT single frequency network environment. It's compatible with any terrestrial network, including DVB-T, DVB-T2, ISDB-T. AdsEdge enables the step-by-step regional deployment of local ads and

content and is supported by ENENSYS' HDc chassis platform, allowing broadcasters maximum flexibility, scalability and cost-efficiency.

ENENSYS OVERARCHING NETWORK OPTIMISATION SOLUTION

OneBeam – OneBeam solves the problem of being unable to use the same satellite capacity to deliver services for both DTH (DVB-S/S2) and DTT (DVB-T or T2). Before OneBeam, two separate networks have been required to deliver a content bouquet to DTH and DTT (DVB-T/T2 or ISDB-Tb) viewers because receivers for one could not use signals from the other. OneBeam uses ENENSYS technology at both national and regional sites, providing a single feed with no modification of the A/V stream and therefore very significant OPEX savings. OneBeam is a central solution in ENENSYS' DTH network optimisation capabilities with 2015 seeing the company launch OneBeam ISDB-Tb, providing a host of additional benefits to LatAm markets.

ENENSYS also continues to develop its DVB-T solutions, which are now upgradeable to DVB-T2, with increased density and flexibility. All products are also integrated with the company's HDc chassis for easier support. There are new features for existing products, including the ASIIPGuard switcher and satellite input for Edge devices, in-band configuration and firmware upload, and the T2MIGen which provides an entry-level T2Gateway. Details available on the stand at IBC 2015.