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broadband

REACH YOUR CUSTOMERS ANYWHERE

FAST AND AFFORDABLE SATELLITE BROADBAND FOR DIGITAL ADVERTISING IN REMOTE LOCATIONS

Advertising space has become key to enticing customers to visit facilities or develop brand affinity. At the same time, the popularity of franchising is growing as we proceed from the centralisation of big retail chains. Brand management can now be achieved through Eutelsat Broadband's satellite connectivity solutions, providing systems that manage and monitor content in remote locations.

Wide Area Networks (WAN) are available to transmit data and live content but for businesses and franchisees set up in rural locations, connectivity can be poor or non-existent. This is often the case for remote food retailers, fast food restaurant chains or service stations.

Eutelsat Broadband - with the KA-SAT satellite – provides broadband connectivity at a competitive price-point to any location across Europe, parts of North Africa and the Middle East. This is achieved through KA-SAT's future-proof technology, which provides high throughput bandwidth on the spot.
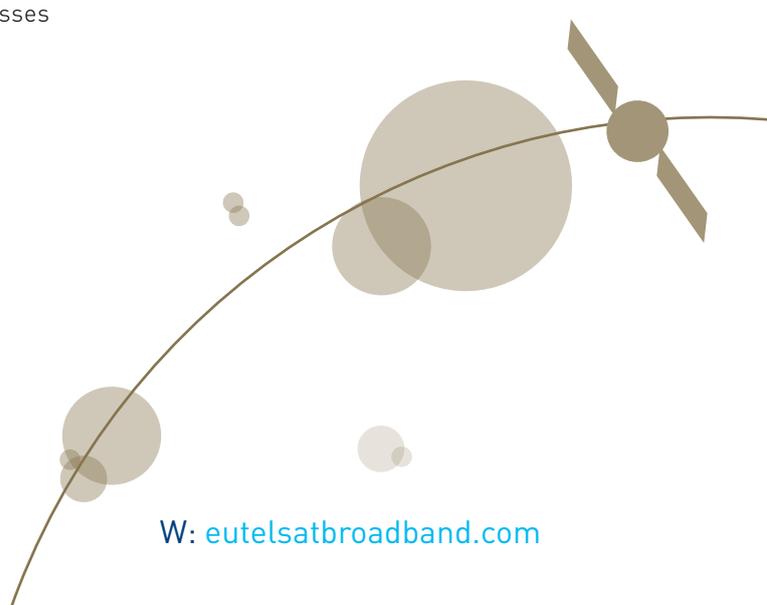
Eutelsat Broadband provides tariffs and terminal solutions that can connect digital signage, in-store radio and remote advertising systems.
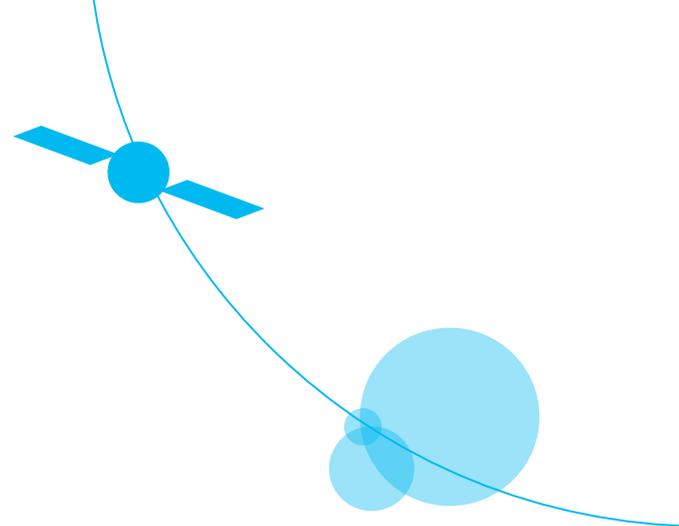
KEY ADVANTAGES

- Affordable, high performance and reliable service
- Speeds up to 22 Mbps
- Availability across Europe, parts of North Africa and the Middle East
- Low cost satellite terminals
- No need for investment into own infrastructure
- Standard or Ad-hoc deployments

KA-SAT's remote advertising solution offers:

- Bi-directional IP-traffic
- TCP/IP and UDP/IP support
- Dedicated or best-effort bandwidth
- Connection to Eutelsat Broadband fully redundant fibre-ring and Internet POP's

- Broadband Internet tariffs
- Voice over IP option
- IP multicast option
- Video Surveillance option
- Fixed IP addresses

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REFERENCES

USAGE SCENARIO

KA-SAT is installed at various retailer locations, not just for advertising, but also to back-up general operations (e.g: for Point of Sale solutions and broadband connectivity in remote locations).

Content packages are usually installed during the night when facilities are closed. Eutelsat Broadband offers an allowance that's perfect for overnight delivery. With a peak rate of 22 Mbps, this bandwidth facilitates the distribution of bigger packages through the satellite channel.

For in-shop radio, Eutelsat Broadband can assign dedicated bandwidth, either on a per location basis or with IP multicast, where a group of locations simultaneously receive the same content.

Due to the general IP transport system, there are options to design additional services on top of content distribution. The return link allows remote monitoring of operations and the submission of data to measure the effectiveness of the activities.

ADVANCED TERMINAL

- Metal box IDU
- 77cm/3W or 120cm/4W ODU
- Dual processor
- Layer 2/3 capability
- 45W electrical power usage

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