

## Case study



# Spanish Airport Authorities

When the Spanish Airport Authorities wanted to modernize the communication systems in terminals across Malaga, Seville, Madrid, Barcelona and Alicante airports, they chose an integrated solution combining Exterity IPTV with digital signage technology. The end result was an impressive, scalable and easy to upgrade system delivering IP video and digital signage cost-effectively over the LAN.

## IPTV Architecture

Taking terrestrial and satellite TV signals and converting them to IP streams on the existing network means multiple screens can display different channels simultaneously around the terminals without compromising quality or having to run additional cables.

The system architecture includes an Exterity AvediaStream Chassis, with the security of a redundant power supply, and the ability to hot swap IPTV modules. The chassis hosts DVB-T gateways which stream channels from local DTT services and DVB-S/S2 gateways, with integrated CAM slots, which descramble and stream channels from satellite services.

AvediaPlayer Receivers are mounted on TV screens and monitors around the terminal to display the channels available on the airport network. Access to channels can be controlled locally by viewers using remote controls or can be controlled from a central management point.

An AvediaServer located in the airport communications room provides control of the Exterity IPTV. In addition, the AvediaServer is configured with 3TB of storage on its chassis that can store more than 1000 SD, 300 HD or 6000 Audio hours of on-demand and scheduled-play content.



## Digital Signage Architecture

Taking the digital signage player output and turning it into an IP video channel on the network means it can be viewed by any IPTV receiver attached to a display; a solution which is much more cost-effective than having a digital signage player attached to each end point display. To put the digital signage player signal onto the IP network, an Extron converter firstly turns the VGA output of digital signage provider dZine's player into a PAL video signal. Next an Exterity AvediaStream Encoder encodes the PAL signal into an MPEG video stream. This way the Exterity AvediaPlayer Receivers, mounted with the LCD screens around the terminal, receive the signage input as simply an additional available channel.

## Results

The essential departures and arrivals information system was optimized and the commercial opportunities for shops, restaurants and bars within the airport improved as they were able to promote themselves by offering commercial TV, scheduled play TV channels and promotional messages. The most significant benefit of the system is its flexibility. With HD being more and more in demand it is important that airports can easily upgrade from SD to HD encoders and receivers, and this is what an Exterity IP video system offers. Exterity technologies are compatible and scalable and the modules in the chassis can be hot swapped minimizing downtime in airports and other critical operational spaces.

## About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver networked video over IP to some of the leading organizations across the globe. These organizations choose Exterity products because they want the best, because they demand excellence.

Enabling distribution of HD quality TV and video over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

## Highlights

- Deployed in over 40 countries
- Scalable solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.