

# Effective and secure

Enterprise customers are looking to Exterity for secure distribution of content and effective integrated digital signage, amid concerns about compliance and security. *Rob Lane reports.*

Exterity's innovative IP video solutions enable the secure, company-wide distribution of high-quality TV and video, sitting directly on top of existing corporate networks. The company's regional partners comprise AV distributors, resellers, systems integrators and specialist consultants, all of which are working increasingly in the enterprise sector.

"Commercially it's incredibly important and very important to Exterity," explains Colin Farquhar, Exterity's ceo. "A lot of our development efforts are focused on it, whether that's integrating new security protocols, or developing digital signage with the right level of capabilities to support the enterprise market – that's where a lot of our energy goes."

"A significant proportion of Exterity's business is done in the London area and within the M25 where a lot of the UK's larger organisations have their headquarters. We have considered it a very important market for us from the outset – and this continues to be the case."

According to Farquhar, traditionally the corporate space has been one of the largest

components of the AV market, with enterprise playing an increasingly important role.

"The largest integrators in the UK focus a lot of their attention on the enterprise market," he says. "The enterprise market innovates. It's looking at how the workspace is changing; it's trying to take advantage of new technologies to make meetings more effective and staff more productive. Because of the scale of the operations they can make those investments and explore the technologies: work out what's right, what works well and implement that on a large scale – and demonstrate the value to many other organisations, other than the corporate pyramid."

Enterprises are increasingly looking to companies like Exterity to provide solutions to various AV and IT challenges. These include secure distribution of content and effective integrated digital signage.

**"The enterprise market innovates... and demonstrates the value to others."**  
**Colin Farquhar**



**Colin Farquhar of Exterity: development efforts focus on security protocols and digital signage with enterprise-grade capabilities**

"There's a wide range of things that they are looking for," says Farquhar, "many of which Exterity provides and the majority of which we provide in conjunction with other technology organisations through our specialist integrated tech partners."

"We are seeing changes in the way that these organisations are purchasing and changes in the solutions they are looking for. They want to make the workspace more efficient by making meeting rooms more reactive, and giving more people working from home increased access to more content so that they can get the full workspace experience wherever they might be. Lots of changes are driving new innovation opportunities in enterprise AV."

At the same time, explains Farquhar, enterprise has concerns about compliance – how to get access to the right content and protect third party content. Exterity is particularly strong in providing content protection, such as maintaining HDCP content integrity all the way through to the point of display.

Other concerns are linked to external devices being attached to existing networks: how they comply with and meet internal network security guidelines, for instance. Enterprises are investing heavily in the integration of AV and IT, and they are looking for their digital signage and IPTV systems to be really well aligned.

Farquhar added: "Exterity's platforms are vital to enterprise organisations. Exterity's fully integrated IPTV and signage capability means that protected broadcast content can be streamed on to the network securely. Because we support end-to-end HDCP Professional capability we can take the content and display it within our signage platform, enhancing the value of the signage display."

"More and more organisations are coming to us and asking about the support capabilities of Exterity. We have been investing heavily in new technologies and Exterity works very closely with consultants to ensure our continually evolving solutions are understood." ■