



HELIUS MEDIASTREAM SST



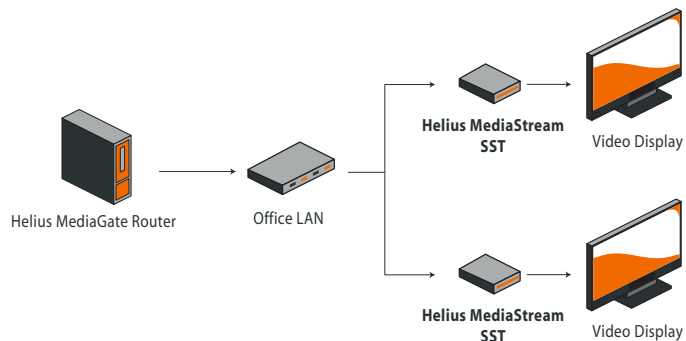
THE HELIUS
MEDIASTREAM™ SST
GIVES CUSTOMERS THE
ABILITY TO PLAYBACK
MULTIMEDIA CONTENT AT
REMOTE LOCATIONS

HELIUS MEDIASTREAM SST OVERVIEW

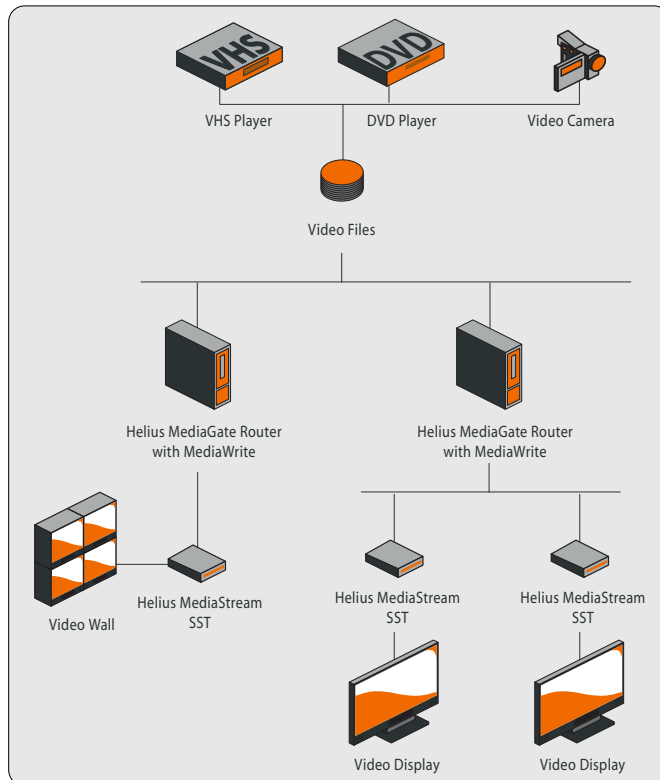
The Helius MediaStream™ SST is a remote MPEG2 decoder and playback device designed as part of a content delivery network. With unique IP addresses, each Helius MediaStream SST can deliver unique content and gives the user complete control over what and when content is displayed. Local playback is managed through an Electronic Program Guide. Organizations needing to deploy “set top” boxes in conference rooms, employee homes and at retail POS locations can use the Helius MediaStream SST to deliver centrally managed and locally stored content. This solution will enable the customer to deliver custom content directly to the point of display for best results.

The Helius MediaStream™ SST gives customers the ability to playback multimedia content at remote locations. Using the Helius MediaStream SST with Helius MediaGate customers can control content displayed and change content on the fly, from a central location. Delivering customized content specific to the point-of-display gives customers a distinct advantage of simple broadcast media where all content is the same at all locations.

By combining the Helius MediaStream™ Player with the Helius MediaStream SST, Helius and Helius MediaStream Server, customers can quickly implement an organization-wide video-on-demand and streaming video solution. This solution can be used to deliver digital signage, employee development material, and on demand marketing information for customers. By combining the power and flexibility of the open standards based Helius solution, customers can integrate these technologies into their existing networks without replacing or reconfiguring existing network infrastructures.



> NETWORK DIAGRAM



> FEATURES AND BENEFITS

- Dedicated MPEG Hardware Decoder
- Video File Playback
- Live and Stored Content
- Unique addressing for control
- Local Playback control via IR Remote and Electronic Program Guide
- Remote boot configurable
- Video Looping
- Playlists

> CUSTOMER REQUIREMENT

Retail customers understand the value of placing multimedia presentations at the point-of-decision. Providing infomercial-like content near the products to inform and influence customers, increases sales. Marketing departments need a way to control the content and play the right content at the right time and in the right place. They need an ability to report on when content was played to align with sales reports. Finally, they need to do all this in an efficient and cost effective process that will succeed.

> HELIUS SOLUTION

The Helius MediaStream™ SST gives retail customers a tool they can use to deliver high quality marketing content at the point-of-decision. By combining the Helius MediaStream SST with a Helius MediaGate Router, the marketing department can customize the play list and content universally or by location. This flexibility gives customers the ability to target customers and markets vertically or horizontally. Further, the Helius solution also provides robust reporting capabilities to enable ROI calculations and effectiveness monitoring.

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