

BNS launches industry leading HD-IPTV and A/V Automation solution for hospitality and MDU markets

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[HONG KONG, 23 October 2008] BNS, Asia's leading IPTV technology and content solutions has launched the most advanced in-room entertainment, room control and A/V solution currently available in the market.

BNS's turnkey solution addresses hotels' and multi dwelling unit (MDU) developers' challenges of meeting customers' increasingly sophisticated expectations for high technology standards and comfort today and well into the future.

Based on genuine carrier class IPTV designs to ensure highest reliability and robustness, the solution delivers HD-quality resolution and is based on open standard which makes it easy and cost effective to migrate to future technologies.

Connected via an IP network, centrally programmed and controlled via an easy to operate management software, the system is easy to operate and integrates seamlessly with existing Property Management Systems (PMS).

Importantly, the BNS solution includes SD and HD video solutions that retain the maximum broadcast video quality from the original video source.

"If you look at hotels for example, many of them may have HD capable screens in their rooms, but only a few actually show HD quality content because traditional VOD operators neither have the economies of scale, nor the technology know-how to provide good quality HD content at a low or even acceptable cost," said Karl Sin, VP of Sales at BNS. "Our Native Turnaround Channel solution enables the delivery of all digital broadcast channels at zero loss of quality and without enterprise-class encoders, which is extremely cost effective."

Part of BNS offering for hotels and MDU owners includes state of the art room automation and A/V facility design and installation that are based on IP delivery.

It enables full in-room control of lighting, temperature and ambience and remote room activation, as well as multi-room A/V conference facility design to accommodate any MICE event.

BNS will showcase its solution at the IPTV World Forum MEA in Dubai on 3 & 4 November and at InfoComm 08 in Hong Kong from 19 – 21 November.

About BNS

Headquartered in Hong Kong, BNS provides IP-based content and technology solutions for broadband service providers and enterprises interested in maximizing their potential with IP-based solutions, such as Telco IPTV, Internet TV, Hotel & MDU IPTV, Mobile TV and Enterprise A/V. The company has extensive hands-on experience in all facets of design, implementation and management of broadband networks in Asia and is the preminent specialist on content across all platforms in the region.

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