

## **BNS launches Native Video Turnaround low cost HD video delivery for Hotels and MDUs at InfoComm in Hong Kong**

Date: 11-18-2008 01:15 PM CET

Category: [IT, New Media & Software](#)

Press release from: [BNS Ltd](#)



Solution enables delivery of digital content in original quality without the need for enterprise-class encoders.

[HONG KONG, 18 November 2008] BNS, Asia's leading IPTV technology and content solutions provider is launching its innovative Native Video Turnaround™ (NVT) solution for hotels and multi dwelling units (MDU) at InfoComm Asia in Hong Kong this week.

Based on open standards which allows for best-of-breed technology integration, Native Digital Video Turnaround omits the need for costly enterprise-class encoders and delivers SD and HD content with zero loss of quality and at a fraction of the usual cost.

“The HD age has caused people to have increasingly sophisticated expectations for high technology standards”, says BNS's VP of Sales, Karl Sin. “While a lot of hotels and other 5-star developments may have HDTVs, the unfortunate truth is that what you see on the screens is often sub standard SD quality or worse because the legacy technology simply isn't ready or prohibitively expensive. NVT offers hotels and MDUs a novel approach that circumvents these quality and cost issues.”

NVT also uses substantially less rack space, saves power and does not require a major re-fit of existing equipment.

NVT is part of BNS's turnkey, future-proof Hotel and MDU solutions that include HD-IPTV and A/V Automation and the Interactive Scan-Pen for IPTV, hospitality and catalogue shopping applications, which is based on innovative technology combining sophisticated invisible dot-code printing, infrared sensors and IPTV technology for an online ordering system that converges the convenience of printed information materials with the information-rich multimedia experience of the online world.

BNS will showcase its solutions at booth 5k3-07 in Hall 5 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 preeminent specialist on content across all platforms in the region.  
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