



Solution Note #120

Issue:

Mandate from franchised hotels to include HD programs as "Free-to-Guest" TV services without a set-top box

Market:

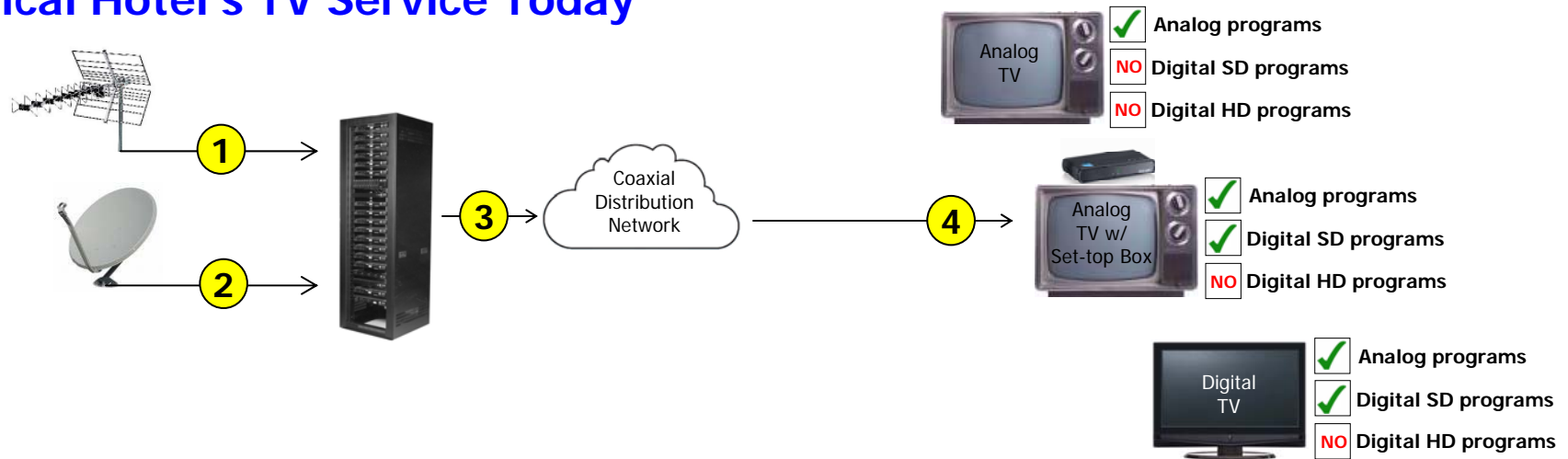
*Hotels, Motels, Casinos
Short-term Lodging*





Problem Statement

Typical Hotel's TV Service Today

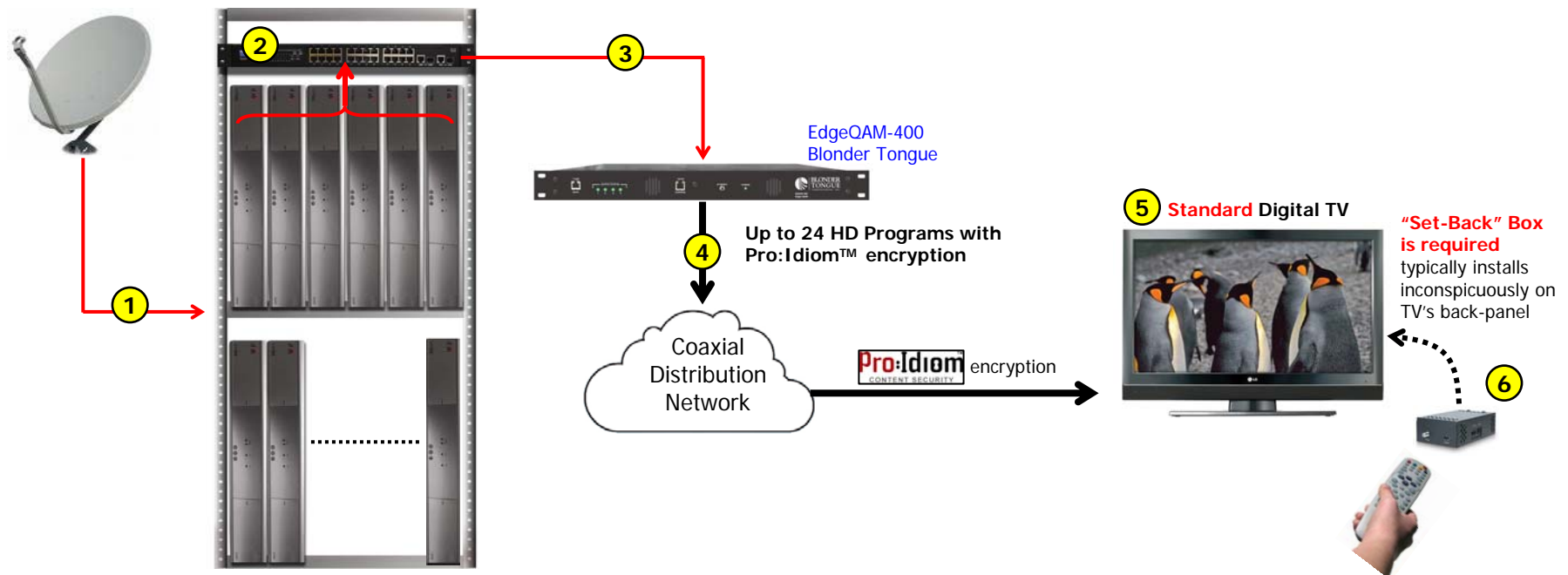


Problem Statement

5. Premium High-Definition (HD) programs such as HBO, ESPN, that are received from the satellite are encrypted.
6. Installing set-top boxes in each hotel room to de-encrypt the premium HD programs is impractical: they are expensive, require routine maintenance and authorization, are easily compromised/stolen, and esthetically undesirable.



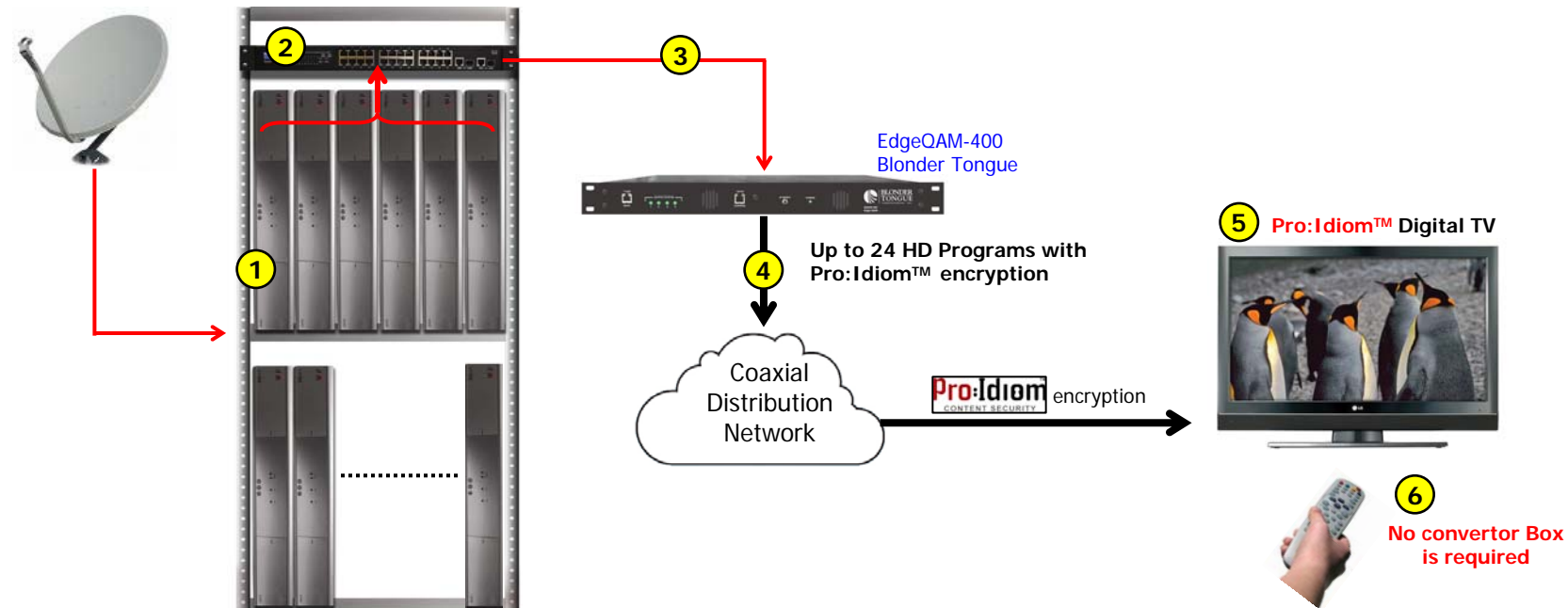
Solution 1: Standard Digital TV + Set-Back Box



1. Premium HD programs (HBO, ESPN, ...) are acquired by the satellite receivers whose output is in encrypted IP format (DTCP-IP) – not suitable for distribution over coaxial cable.
2. DTCP-IP streams are aggregated on a typical Gigabit Ethernet (GbE) switch.
3. The GbE output of the switch is then fed into Blonder Tongue's EdgeQAM-400 series which converts the DTCP-IP streams into **Pro:Idiom**-encrypted QAM that can be distributed over hotel's existing coaxial network.
4. Each EdgeQAM-400 can deliver up to 24 Pro:Idiom-encrypted programs which ensures content protection during transmission.
5. HD programs are delivered to every room as part of the Free-to-Guest TV service – **Standard Digital TV set would suffice.**
6. Using a remote control, hotel guests can watch the HD programs for free and on a Standard Digital TV – **"Set-Back" box is required.**



Solution 2: Pro:Idiom™ Digital TV (No Box)



1., 2., 3., & 4. Same as previous slide.

5. HD programs are delivered to every room as part of the Free-to-Guest TV service – **Pro:Idiom™ TV set is required.**

6. Using a remote control, hotel guests can watch the HD programs for free and on a Pro:Idiom™ Digital TV – **No convertor box is required.**



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