

7 April 2020

Overview of the Ikusi Flow Head End Solution

Distributed by Silver Fox Solutions in the following territories:

- Sub Saharan Africa, Mauritius & Seychelles
- United Kingdom

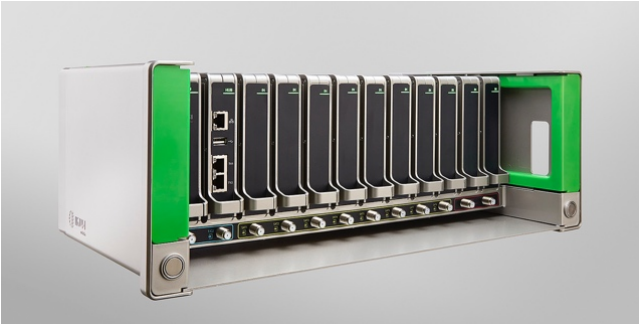
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Overview of the Ikusi Flow Hospitality Head End:



Silver Fox Solutions have been distributing Ikusi products since April 2016. The Ikusi Flow head end is designed and manufactured in San Sebastian Spain, and one of the advantages of dealing with Ikusi, is that the design team, R&D, marketing & Sales, as well as support, are all under one roof. This makes for a very agile company who are quick to react and solve issues, our sales representative can walk down the passage and talk to the relevant person for a fast response to technical issues. For more info on Ikusi, please visit www.ikusi.tv

The Ikusi Flow head end is designed for Hospitality and Commercial TV networks, both IPTV and Coaxial, and can receive content from multiple sources including Satellite, Digital Terrestrial and via HDMI. The head end is able to receive from multiple broadcasters including DSTV etc. No decoders are required as the head end has modules to insert the Smart Cards which provide a very stable solution. Decoders are domestic grade and are the biggest point of failure in a head end solution, so by eliminating the need for them solves this.

The system is designed to work with Hospitality TVs, and at the moment, we work with Samsung, LG and Philips (Hoteplus compatible with Samsung and LG). This means no additional equipment is required in the room, the coax or LAN cable plugs directly into the TV. To comply with the Hollywood Studio encryption regulations, which are enforced by the broadcasters including Sky, CanalPlus & DSTV, the content has to be re-encrypted. To comply with this, the Ikusi Flow head end re-encrypts the video content using either Samsung Lynk, LG Pro:Idiom or Philips V-secure. If however, the hotel has invested in new TVs which are not Hospitality Grade, we can assist with a solution using STBs (Set Top Boxes) which are like mini decoders connected to the TVs using proprietary units direct from Samsung or LG. No annual licensing required.

By default, the head end is IPTV ready and by adding a Coax Cable OUT module, can upgrade your analogue coaxial cable system into a Digital HD capable network. The head end can also work on IPTV and Coaxial networks simultaneously, this is especially useful for Hotels with a legacy coax network who wish to upgrade to an IP network as budget is available. To do this, we integrate the head end into the Hotel's existing coax cable network, and then floor by floor, change to IP without any down time to the existing coax cabled rooms, running both coax and IP networks simultaneously.

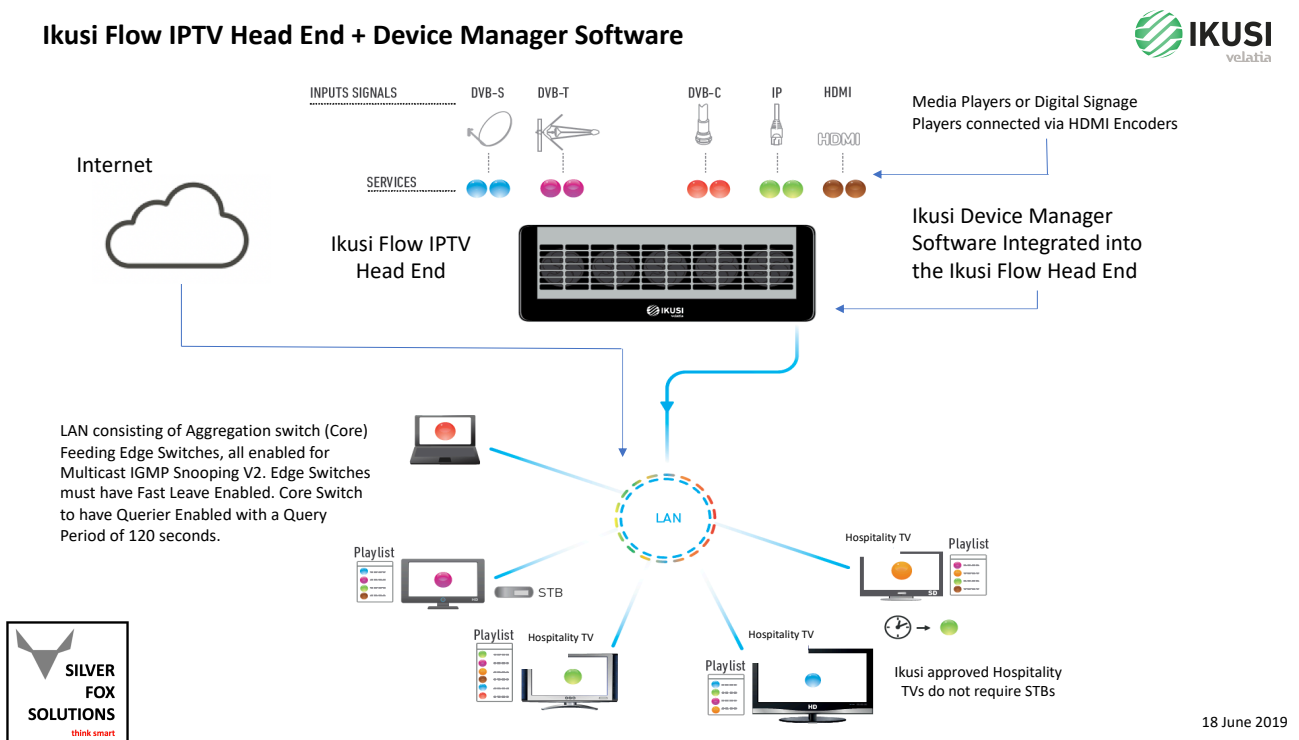
To add extra functionality, we can add an interactive dimension to the solution using Middleware (Software). Both Samsung and LG have solutions for both IP and Coaxial networks which add the hotel landing screen, additional info channels, weather info etc. This gives a very cost-effective cohesive solution with the Hotel's graphics for their look and feel to enhance the guest experience. With IP solutions, we can add a lot more functionality using a full interactive middleware server with all the features mentioned above but with PMS integration to add individual welcome messages, messaging, bill check features etc. This we achieve with our Hoteplus Hospitality and Digital Signage Middleware Solution. The Ikusi Flow headend is also compatible with most other 3rd party Hospitality Middleware Solutions available, contact us for more information.

Ikusi device Manager Software:

Ikusi supply a software solution for the Ikusi Flow headend in an IP network not requiring a full Middleware solution. The brand of Hospitality TVs used in the network is selected within the device manager, and during the TV configuration, you will register with the device manager server. There is a built in DHCP server which can be enabled if required which will allocate an IP address to the TV in the configured range. Once the TV is registered, you are asked to choose a group followed by the room number or other description as required. The groups are pre-populated, as are the room numbers/ descriptions and then picked from a drop down list.

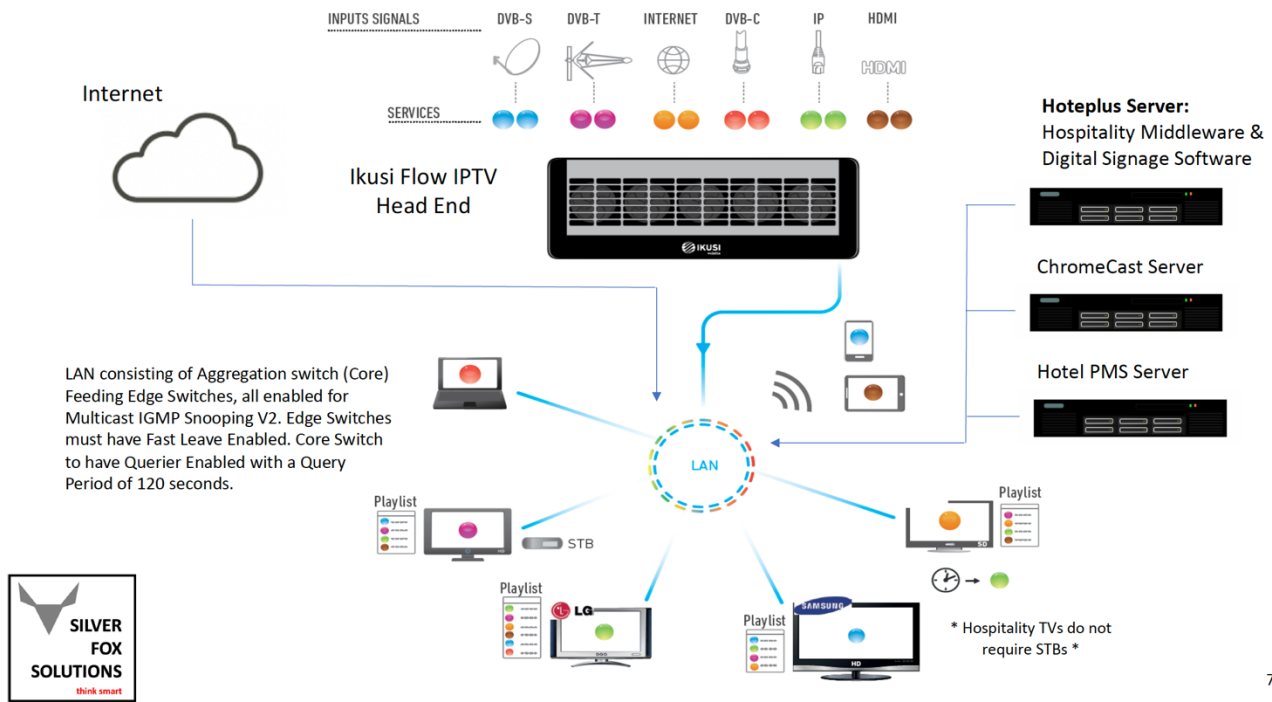
In the device manager, you can create different TV lists and re-order the channel listing to your preference. This allows one to have different channel lists allocated to different groups. Hotel information channels can be added by using media players connected via HDMI to Encoder modules and included into the appropriate TV list. Further to this, there is a list of commands available to remotely activate from a computer connected to the headend via the internet or hotel admin network. These commands include changing channels, muting or unmuting audio and turning TVs on or off. These commands can be executed to one TV, a group of TVs or all TVs. A full device manager user guide is available for more information. Please note, the device manager is for IPTV solutions only and not required for Coaxial solutions.

Example installations:



Example installation with all Hoteplus Modules:

+hoteplus Middleware with ChromeCasting & Digital Signage + Ikusi Flow IPTV



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Ikusi headend:



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