

Telecommunications Solutions

Telco IPTV

Internet TV

Mobile TV

IPTV VAS

Turnkey Technology Solutions for Telecommunications Providers

Take advantage of our expertise in all facets of design, implementation, management and service operation that have made BNS the leading open platform IP enabler in Asia.

In our Telecommunications Solutions portfolio, BNS provides content and technology solutions for broadband service providers ready to transform their business with new revenue generating IP-based solutions and services.

Our Telco IPTV, Internet TV, Mobile TV and IPTV VAS solutions are designed not only to provide operators with an entry point into the world of converged telco and entertainment solutions, but also to ensure they capitalise on their investment.

Open Standards, Vendor Agnostic Philosophy

BNS's approach is founded on open standards and a vendor agnostic philosophy that ensures compatibility among all hardware and software and makes our solutions future proof for migration to future technologies.

Whether you require a turnkey solution or would like to upgrade or enhance your existing services, BNS is focused on delivering best-of-breed solutions that provide rich and engaging broadband experiences to your subscribers.

With in-depth knowledge of the market gained from years of hands-on experience with delivering successful services across the region, BNS is uniquely equipped to help operators understand the complexities involved with launching a service and provide the solution unique to their requirements.



Our Services

Our services are available across all solutions in our Telecommunications portfolio.

Technology Integration

- Headend design
- Integration (Encoder, Video Server, Storage, Switching)
- Equipment selection
- Costing
- Factory and lab testing
- Systems engineering
- Installation and site testing
- Field trials

Strategic Consulting

- Market and competitive analysis
- Business and market entry strategy
- Identifying opportunities for differentiation
- Creating a compelling and lasting service value proposition

Content

- Content for both traditional and new media platforms
- Content planning and strategy
- Programming and content management
- Post-production
- Branding, Marketing and Audience Measurement

In-HOUSE DEVELOPED MIDDLEWARE

BNS Telecommunications Solutions are powered by Nautilus, our in-house developed Middleware which is fast and cost effectively to deploy. It provides



- Billing
- Subscriber management
- Content scheduling

Service Support and Maintenance

Our solutions are covered by flexible service support and maintenance plans with a single point of contact to minimize the risk of downtime. You can choose from Support Plan Options with varying benefits to ensure you get the service that best suits your needs.

Telco IPTV

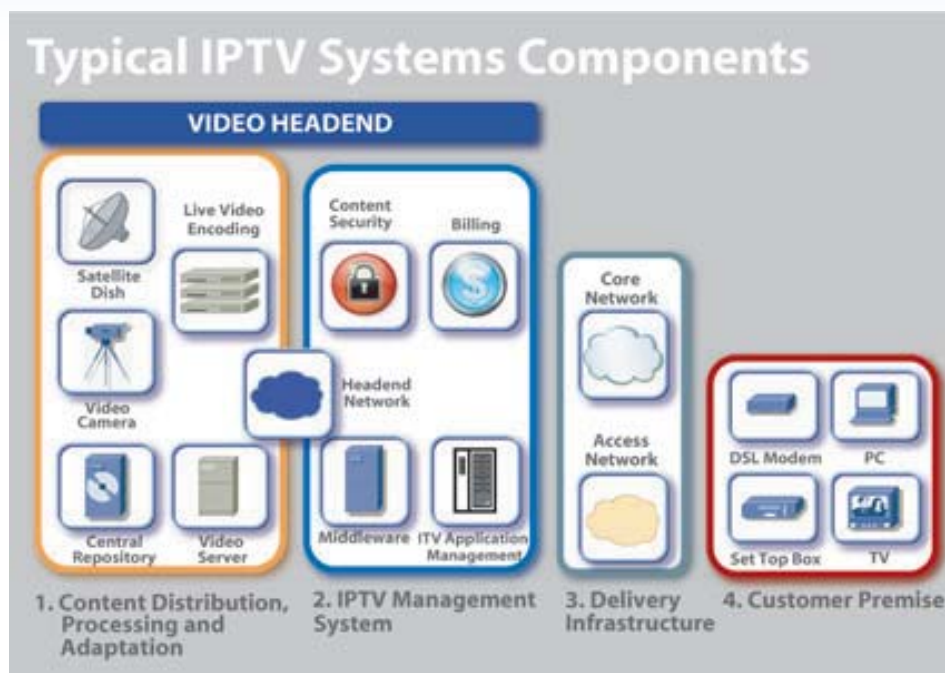
Telco-grade IPTV solutions from design to service launch

IPTV is different from any other service telcos may have launched in the past. For IPTV there is no such thing as a unified approach - every deployment is different and has its unique challenges.

They go beyond just technology and include processes, operations, organisation and, of course, content. Failing to acknowledge these complexities and safeguard against them can not only be costly, but may be fatal for the whole service.

Here is where a specialist like BNS will make a difference. With in-depth knowledge of the market gained from years of hands-on experience with delivering successful services across the region, BNS is uniquely equipped to help operators understand the complexities involved with launching a service and provide the solution unique to their requirements.

BNS offers full turnkey solutions, or specific service components matching operators' individual requirements.



Enjoy the benefits of BNS' Telco IPTV Solution

Following are some of the benefits we are offering, which have made BNS recognized leader in the IPTV industry

Cost-effective market entry - With our own Nautilus Middleware solution and vendor agnostic equipment selection, BNS is able to provide you with a best-of-breed solution at a much lower cost than other industry players.

Service variety - Our robust architecture design supports an almost infinite number of services, including the traditional pay TV services such as VoD and multicast, as well as interactive services such as shopping on demand that will generate new revenue streams for operators.

Future-Proof - Our open standards philosophy ensures your solution migrates seamlessly and cost effectively to future services.

Internet TV

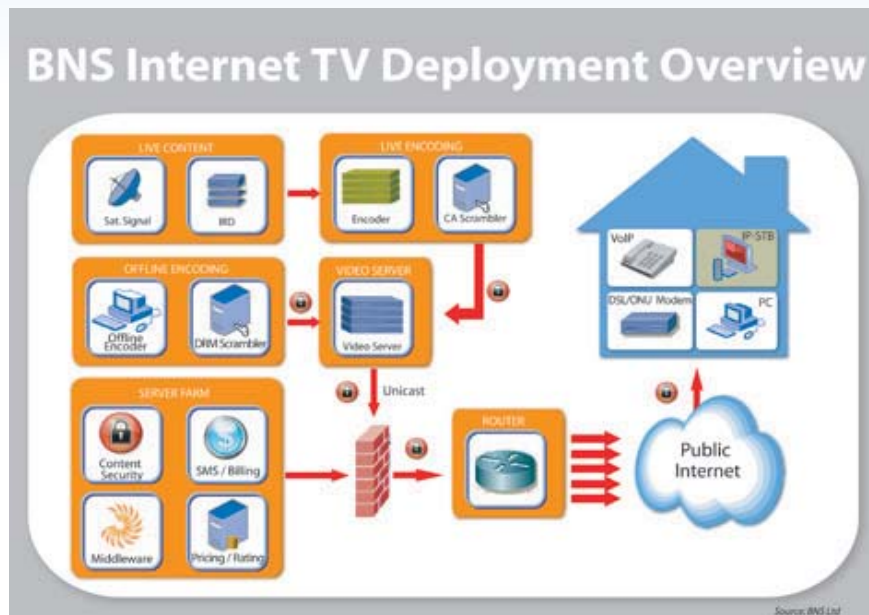
Fast track your path into the online TV world

The recent rapid growth of fast broadband access, accelerated computer power and larger storage capacity has turned Internet TV into a real opportunity for service providers keen to open new revenue streams and increase ARPU.

BNS Internet TV is a fast to market, low-investment technology solution that rides on existing infrastructure including broadband, ADSL, Wi-Fi, cable and satellite.

We can design, integrate and install an Internet TV platform for a heterogeneous network that enables you to create, manage and distribute content via the open internet and allows your customers to view an almost endless variety of entertainment options on their PCs.

Internet TV is an opportunity for a wide variety of service providers and content owners looking for new revenue streams and can also supplement a Telco IPTV service with niche and diverse multimedia content.



Our Solution

- BNS Internet TV is peer-to-peer enabled and network technologies Independent which makes it flexible and future proof.
- BNS Internet TV supports Walled Garden, Public Internet and Wireless set ups



Mobile TV

One-stop technology solutions for broadcast and streaming

Asia is a hotbed for Mobile TV as it naturally fits the lifestyles of customers in this region. People in Asia commute more and longer to and from work than anywhere else in the world - commuting time that can be targeted for services like Mobile TV.

BNS Mobile TV solutions support S-DMB/T-DMB or DVB technologies as well as 3G streaming and offers a fast track into this new revenue opportunity. It enables both telco and non-telco operators to offer their customers the highest video quality available today.

Applications

BNS Mobile TV is a flexible solution that supports a large array of applications to attract subscribers and maximise ARPU:

- In-stream advertising
 - eCommerce
 - Music
 - Location-based services
- Live or on-demand programs
Time-shifted content
Personalised real-time and stored interaction
Programmed alerts

Our Services

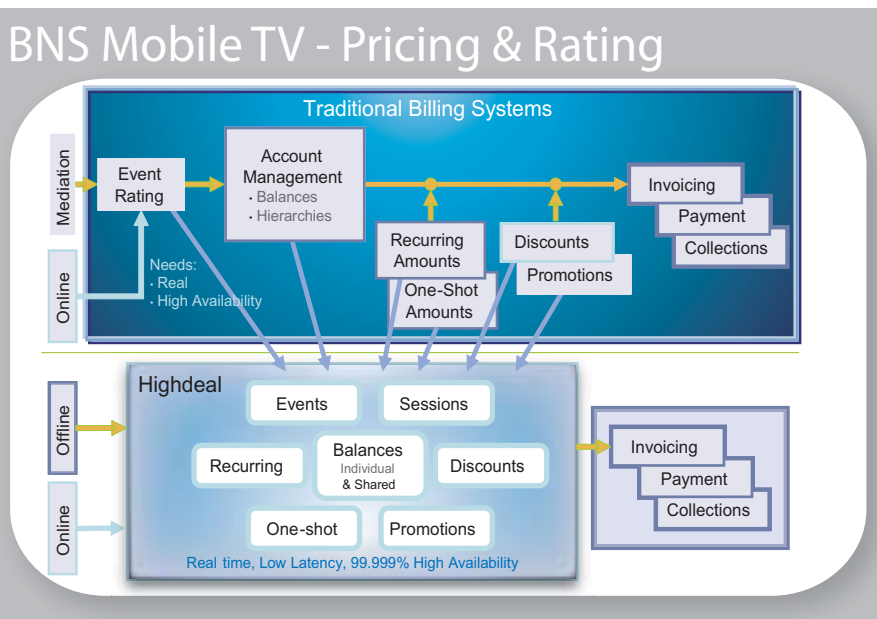
Design, installation and commissioning of a complete Mobile TV headend and management platform, including:

- Content security and management
- Subscriber management
- Billing and provisioning
- Infrastructure design and build-out
- Mobile Video Headend
- Distributed Headend



Design and customisation of an interactive Mobile TV ESG and relevant content that can be personalised by the subscriber

Content aggregation



Unique differentiation and revenue generating opportunities with IPTV Value Added Services

BNS Touch

BNS Touch online ordering system for IPTV operators combines the convenience of print catalogue browsing with the online world. BNS Touch is designed to turn an IPTV service into a genuine revenue generator.

The system uses The Wiz, a wired or wireless pen-like device with a small infra-red camera that is connected to an existing IPTV STB. The Wiz reads invisible dot codes on printed material and makes the connection to the TV screen to bring the information to life. It can be used for many services, such as on-demand shopping, VoD and Karaoke selection and many more.

It is easy and intuitive to use, 100% accurate and secure and easily incorporated into your existing IPTV service remotely.

How it Works



Subscribers browse the printed catalogue at their leisure



Subscribers touch the item they are interested in with The Wiz to receive more information on the TV screen



Subscribers choose size, quantity, colour, etc and check out on the Payment Page

Our Solution Includes

- Custom service development
- Full backend architecture that interfaces with your payment/billing platform
- Authoring tool for printing processes
- Wiz devices and drivers
- Remote installation into existing STB
- Service and Maintenance



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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. BNS 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. BNS is a wholly owned subsidiary of Singapore Exchange listed Infinio Group (5CS.SI).

For more information, go to www.bnsltd.com or contact us at enquiry@bnsltd.com

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