

Packet Ship provides integrated VOD solution for Hoist Technology's new Eyecom IPTV offering

Truro, UK - 7th September 2009: Packet Ship, a leading provider of video-on-demand software for vertical markets, today announced successful delivery of the company's Media Delivery Platform (MDP) to power on-demand movies in Hoist Technology's Eyecom IPTV solution for the hospitality market. Hoist will distribute and sell Eyecom IPTV primarily in the Scandinavian, Russian and Polish markets, where it already has a large customer base of hotels.

The Packet Ship MDP was integrated with Philips NetX client devices, Dreampark's Dreamgallery™ middleware and Cyphaware's Cyphalock DRM to securely deliver movie content all the way from Hoist's central office in Sweden to guests in hotels across the continent.

Love Möller, Hoist's Product Manager for Eyecom, said, “we were looking for a complete solution for managing, distributing and streaming on-demand movies across large numbers of sites, in multiple countries and languages. Packet Ship delivered this, and throughout the process they have been very pro-active in advising us and bringing partners together to build a fully integrated solution.”

The Packet Ship Media Delivery Platform is a suite of infrastructure software designed for easy integration into vertical market solutions, and comprises:

- Centreline content management system, providing centralised ingest, encryption and management of movie content and associated metadata, assignment of content to remote sites and automatic aggregated reporting of usage;
- Gridline distribution system, providing efficient, secure delivery of content and metadata to multiple sites over the Internet;
- Streamline video server, providing on-demand RTSP streaming of MPEG-2 and H.264 video to guest TVs, with full DVD-like controls.

Paul Clark, CEO of Packet Ship, said, “we are delighted to have helped Hoist Technology build a complete, future-proof VOD solution for their hotel customers, and I wish them every success in their continued roll-out of their exciting new product.”

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About Packet Ship Technologies Limited:

Packet Ship specialises in Linux-based software components and solutions for media on demand. The company focusses on sales through integrators in specific vertical markets such as hospitality, healthcare and education, and through OEM agreements with hardware vendors. Packet Ship's products have been successfully deployed in the UK, Europe, Scandinavia, Middle East, Africa and the Far East, and the company's focus on vertical markets, and hospitality in particular, is continuing to achieve major design wins from sector leaders.

Founded in 2005, Packet Ship is based in Cornwall, UK, and takes its name from the first global content distribution system – the “packet ships” that carried mail quickly and securely from the UK to the rest of the world in the 18th and 19th centuries. For more information visit www.packetship.com.

About Hoist Technology AB:

Hoist works with the majority of hotels and hotel chains in the Scandinavian market. The company's field of activity embraces hotel interiors and technical systems solutions for increasing the profitability of hotels, conference facilities and commercial properties. The company was formed in 1994 and today is established in Sweden (head office), and has wholly-owned subsidiaries in Norway, Denmark, the United Kingdom and Russia. Hoist is also established in Poland through franchising and represented by retailers in about a dozen other countries. Turnover in 2008 amounted to 32.5 million Euro and the company has 175 employees. Read more on www.hoistgroup.com.

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