

Case Study:

**Nationwide VSAT Deployment
for Digital Cinema and
Related Content Distribution**





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Overview

With the motion picture industry's recent shift from 35mm film to digital cinema, deployment and distribution of digital content using VSAT technology (Very Small Aperture Terminal) has become crucial to keeping movie theaters up-to-date, and movie goers in the seats.

With DCI (Digital Cinema Initiatives) specifications in place and the standardization of delivering digital content to theaters, the shift from film to digital cinema is now a reality. Not only is this shift critical for the ability to view high-quality pictures, but for the ability of theaters to offer "live" digital feeds such as sporting events or concerts, or alternative content such as corporate meetings or distance-learning, which will increase revenue streams.

In January 2006, TechNet Global Services was chosen by a nationwide media distribution firm to begin installation of VSATs at approximately 150 cinema locations. The system allowed content distributors to stream movies, advertisements, trailers and alternative content to each location, introducing digital cinema to an increasing number of theaters and audiences across the United States.

Project Components

Prior to installation, TechNet conducted an on-site site survey at each of the 150+ locations in order to determine the scope of work and unique needs for each installation. In addition, TechNet managed such requirements as coordinating with the roofing company that was under contract with each individual theater when necessary, and also contracted with a crane company to help perform each installation at every location.

VSAT Components

- 1.8 meter motorized antenna
- NPRM (Non-Penetrating Roof Mount)
- 2 DVB-S2 IRDs (Integrated Receiver/Decoder)
- 1 satellite modem
- 1 motorized controller

Project Rollout

January 2006 – Fall 2007

TechNet adhered to the following procedure for each of the 150+ sites:

1. Received site details from customer
2. Scheduled a site survey with site contact
3. Performed site survey
4. Received all site survey paperwork including diagrams and digital photos
5. Ordered equipment from the customers' suppliers
6. Tracked the routing and arrival of equipment to installation technicians
7. Sub-contracted services from roofing company when necessary
8. Sub-contracted services from crane company
9. Scheduled and coordinated installation with site contact, installation technicians and crane company
10. Provided technical support to installation technicians for configuration of systems
11. Signed off with customer
12. Provided completed paperwork, including digital photos, to customer via job management portal

During the site survey and installation phases, and for the duration of the project, TechNet created and maintained a web-based job management portal along with engineer-level technical support. This portal was used for sharing information, including site survey results; calendar/scheduling; notating site survey dates, installation dates; requesting and managing post-installation service/maintenance tickets; a document repository; and RMA requests. Post-installation, TechNet performed service and MAC (Moves, Adds, Changes) work to ensure efficiency and quality control.

Summary

With a commitment to provide state-of-the-art technology and the highest quality entertainment, the cinema industry's efforts to shift from film to digital are making a difference. In a dire global economy with an increasingly distracted audience, it is critical for theaters to offer compelling movies in a new, attractive way. Digital cinema has not only allowed theaters to increase efficiency, but to simultaneously boost revenue by offering new and alternative content.

With the help of TechNet Global Services, VSAT technology was introduced to over 150 theater locations across the United States, enhancing the movie-going experience for theaters and movie-goers alike.