

# Why Choose Exterity IP Video Solutions?

## Our Top 10 reasons to choose an Exterity IP Video, Digital Signage or Guest Experience Solution

### 1. Expertise and Reputation

Exterity has nearly 20 years' experience in developing and implementing IP-based video solutions. It's our core focus and the foundation on which we have built our reputation and our extensive and impressive list of globally recognised customers. Our Executive team comprises the original founding members of the company, and Colin Farquhar, CEO, is recognised globally as a leading authority in IP video, whose opinion and input is frequently sought by industry media and the proAV technology community.



### 2. Company Stability and Reliability

Founded in 2001, Exterity is a trusted, financially stable and profitable business, with long-standing investment partners, a Board with many years of business experience, and highly qualified staff across all disciplines - from engineering, operations and finance, to international sales and marketing - we work hard to ensure our business is run with honesty, integrity and the utmost dedication to our customers and partners.

Exterity has grown by over 85% since 2017, resulting in the company being awarded a prestigious Queen's Award for Enterprise: International Trade 2020, in recognition of our outstanding growth. With a presence on every continent providing multilingual sales and support around the world, Exterity extends its reach via a supportive and highly valued network of channel partners and consultants.

### 3. Quality Assurance

We design, develop and manufacture our end-to-end solutions in the UK, so we have complete control over every step of the process. This ensures the highest standards of quality control and technical excellence, as well as continuous investment and product range development. Exterity holds the prestigious ISO9001 certification for quality management systems, which is a reflection of the company's commitment to quality assurance across our entire operations.



Our products are built on industry standards, enabling us to partner with best-in-class technology vendors. Using sustainable, eco-friendly design principles, we also aim to minimise overall environmental impact, through lower power consumption, flame-retardant housing, more efficient packaging, and better recyclability, all of which not only reduce environmental impact, but also lower operating costs.

### 4. Complete End-to-End IP Video Systems

Exterity provides hardware platforms and software applications that support every stage of the IP video workflow. Our end-to-end solutions enable you to capture TV and video content directly from any source and manage its delivery, as channels or within digital signage, to any connected device on your existing network, as well as beyond the corporate LAN via WAN, Wi-Fi and the Internet to any device, in any location.

Our extensive range of Gateways, Encoders, Transcoders, Origin Server and Media Players are seamlessly integrated and controlled via our dedicated AvedaServer, guaranteeing a level of robustness and reliability that cannot be matched by other providers who have to rely on third party products to complete their solution.



### 5. Product Excellence

Our products are highly reliable and fault-tolerant, ensuring a plug-and-play robustness that is second to none. Our teams work closely with our customers and channel partners to ensure we are listening to, responding to and anticipating market demands so that Exterity remains at the forefront of IP video innovations. Our mobile-compatible suite of products is one example of how we have been able to bring to market a solution that meets growing enterprise demands to extend the reach of IP video distribution beyond the traditional wired network to a range of mobile devices.

## 6. Strong Channel Partnerships

Exterity solutions are sold through a global network of highly experienced and technically innovative channel resellers, systems integrators and consultants. Our dedicated Sales and Marketing teams work closely with our channel partners to ensure they receive all the support they need to understand, recommend, sell and deploy Exterity solutions, from initial enquiry to project completion. Our global StreamForce Partner Program is tailored to suit each of our regions and ensures that our registered partners receive regular and in depth product training and updates, technical specifications, sales and marketing tools, as well as prompt, superior technical support to install and maintain customer systems.



## 7. Built-in Digital Signage

Digital signage is a natural enhancement to any IP video solution and is in growing demand across a wide variety of industries; from hotels displaying news and event schedules in the lobby, to sports stadiums advertising fan merchandise and concession stand offers. Exterity ArtioSign is included on AvediaServer with the ability to Create, Control and Schedule signage, while our AvediaPlayer Media Players come with a digital signage option and extensive storage capacity built-in: customers can choose when and where they want to manage and display signage, and gain instant access to the functionality that can be easily switched on with the purchase of a licence agreement.

## 8. Super Low Latency Glass-to-glass

Latency is a measure of the time delay observed between the input to a system and its output. In most enterprise IP installations where broadcast TV or live video content is being delivered to viewing points, delays of less than one second are not a significant consideration. However, in applications such as coverage of live events, minimising latency is desirable, and may indeed be an essential requirement.

Exterity equipment works to a latency of 300-400 msecs, providing the highest quality HD (1080i) streams, meaning you don't have to compromise on quality to achieve latency. Exterity focuses on realistic end-to-end or glass-to-glass latency, delivered to multiple end points via industry-standard IP multicast transport streams, and is measurable, provable and practical for virtually all IPTV uses.



## 9. Approved Provider with Open Standards Support

Exterity is an approved partner with numerous industry technology partners and standards. We work closely with leading TV manufacturers including Samsung, LG, Sony and Philips, and our solutions are approved by companies such as Crestron, Arris, AMX, Canal+, Foxtel and Multichoice. Our commitment to open standards means we are able to integrate with other third party systems, from digital signage, hospitality PMS and room control systems, to network management, emergency broadcast, single sign-on and healthcare systems. We also ensure that key technologies are built-in, for example, HDCPv2, HDCP Pro, Arris SECUREMEDIA® and Samsung LYNK™ DRM, which are essential to ensuring content is fully protected throughout our solutions.

## 10. Customer Service Excellence

Exterity is committed to providing excellent customer service, from the initial sales enquiry to installation support and beyond, focusing on building long-lasting relationships with both our channel partners and customers. Our AvediaCare after sales warranty and support program ensures that critical issues are resolved quickly and efficiently, and that solutions are kept up-to-date with new features as they become available. Updates can be installed and maintained remotely, aiming to minimise costs and down-time, and putting the customer first every time.

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