



Press Release

ICE Middleware and Anevia deploy state-of-the-art patient entertainment and medical information services to the prestigious London Clinic.

Guests have access to a full range of bedside entertainment and communication services that include live TV, video on demand (VoD), radio, telephone and Internet. Medical staff can also use the entertainment screens to call up patient records.

Find out more at the Anevia stand (no. 125), IPTV World Forum, London, UK, 23 - 25 March 2010

PARIS AND LONDON, 18 MARCH 2010

Anevia, a leader in video streaming solutions and service infrastructure for live TV and video on demand (VOD) and ICE Middleware, a leading provider of applications for triple play and multiple IP streams, today announced that the prestigious London Clinic has deployed IPTV and video on demand (VOD) services for patient entertainment using solutions from Anevia and ICE Middleware.

The bedside touch screen entertainment system not only provides patients with live TV programmes, films on demand, communication and Internet services, but it also gives medical staff full access to patient data from the clinic's central information system.



The London Clinic is located around Harley Street, home to the UK's most prestigious healthcare providers. In addition to routine medical and surgical care, the clinic offers more complex procedures such as liver transplants, stem cell transplants and robotic assisted surgery. The clinic has built an international reputation for innovation and clinical excellence through its dedication to providing the best possible medical treatments and individual patient care. The London Clinic was therefore extremely demanding in its requirements for new patient entertainment services and in its expectations for the project.



Ice Middleware was selected to integrate and deploy the end-to-end system using Anevia's Flamingo IPTV gateway. The Flamingo gateway receives live analogue and satellite TV content, encodes it and streams it over the local IP network to give patients access to 52 TV channels and 24 radio stations. The system also provides patients with on-demand films and access to communication and Internet services. Each screen is also connected to the clinic's central database via the IP network so that patient records can be called up at any time.

The ICE Middleware application integrated the various technical elements of the system into a single, end-to-end solution. A PC terminal with touch sensitive screen is available next to each of the clinic's 270 beds, allowing patients to subscribe directly to the entertainment services of their choice in 7 different languages. Services include live television, films on demand, radio, telephone, Internet, Microsoft Messenger, SMS, webcam, games, choice of meals and service satisfaction.

Medical staff can also use the screens to access patients' medical history and records such as x-rays, charts and medication.



A demonstration of the services is available at: www.icemiddleware.com/icedemo/tvtele.html

"The new state-of-the-art touch screen entertainment and medical information services put the London Clinic one step ahead of other healthcare units," stated Manick Choraria, Managing Director of ICE Middleware. "The clinic is able to provide advanced entertainment and communication services that improve patient comfort and play an important role in recovery. Bedside access to patient data enables staff to be fully informed at all times and immediately reactive in any situation. ICE Middleware and Anevia were chosen for the deployment because of our experience, our expertise in IPTV and VOD technologies and for the reliability of our solutions. We are very happy with the results of the deployment and look forward to working on many more healthcare and hospitality projects together."

"Anevia is delighted to have been chosen with ICE Middleware for the London Clinic deployment," said Bernard Van Hoorn, Southern & Northern Europe Area Director at Anevia. "ICE Middleware and Anevia have already worked on a number of hotel and healthcare projects across Europe, and this put us in a very favourable position for the London Clinic. The innovative approach required Anevia's latest IPTV technologies and we are very proud of the level of services that the clinic is now able to provide to patients using our solutions. ICE Middleware also did an excellent job of integrating and deploying the project."



About ICE Middleware

ICE Middleware was recently incorporated to deliver user friendly applications for triple play and multiple IP streams. Our key focus is the delivery of hospital bedside entertainment, communication and IT integration.

Between 2002/2004 our team worked on the roll out of 6000 bedside terminals installed across 16 hospitals in the UK NHS. The operator of this centrally managed network needed a cost effective platform covering both hardware and software aspects of the project, that would ensure recovery of their investment and ongoing profitable operations based on a targeted average usage revenue of £2 per day per terminal.

From 2005, we have been working with partners in Europe selling solutions for hospital bedside Information, Communication and Entertainment. The TVTELECARE platform was developed to suit the needs and requirements of individual and self managed sites. Our partners take care of the first line support and networking aspects of the projects and we advise on the hardware and software issues. This way we can ensure that a client's requirements are not passed around a vicious circle of consultants.

In The Netherlands our software is currently in use in 8 sites such as Hofpoort Hospital, Zaan Medical Centre Hospital, the military wing at Utrecht Medical Centre, Vleetland Hospital and various dialyses day care units.

We have also installed solutions at Montepuliano in Italy and at Clinic Saint Bruno in Marseille, France. The latest version of the software and most recent projects are running with Telecom Services where we have completed a 420 bed install at Clinic Douai (Jan/Mar 09), a 410 bed project at Institute Gustave Rossy in Paris (Mar/Jul 09) and a 450 install at Compiègne Hospital which began in September 2009.

For more information, please visit: www.icemiddleware.com

About Anevia

Anevia provides video solutions and service infrastructure for the delivery of live TV and video on demand (VoD) services to TV, PC, Internet-connected and mobile devices.

With 300 customers in 50 countries, several millions of users and over 10,000 live channels deployed, Anevia is a reference in solution delivery to telecom operators, broadcast service providers and the hospitality market.

Our solution portfolio includes DVB to IP gateways, content distribution, network management, time-shifting applications and video servers.

The 3Screens™ platform delivers services across mobile phone, TV and PC including VoD, network personal video recorder, Catch-up TV, Start Over, and Pause TV.

For more information, please visit: www.anevia.com

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