

# CASE STUDY

## SIERRA WIRELESS

### AirLink™ Products

## Ecast - Interactive Entertainment Network

*Ecast operates the largest broadband touch-screen media network in the United States, delivering on-demand music, advertising and other forms of entertainment to more than 10,000 digital jukeboxes in bars and nightclubs throughout the country. The company currently reaches more than 42 million listeners each month and serves some 4 million paid ad sessions per month, with an average of 2.3 viewers per session.*

*Jukeboxes powered by the Ecast network offer customers a selection of 300 locally-stored albums as well as the ability to select from Ecast's online database, which has in excess of 200,000 songs. The Ecast-powered jukeboxes are distributed to bars and restaurants through local operators who handle the user agreements, installation and maintenance.*

### Business Challenge

In order for customers to access the Ecast online database, the jukeboxes must have continuous Internet access. Traditionally, this Internet connectivity was provided by local broadband operators. Reliance on local broadband providers resulted in numerous agreements and customer service issues for both Ecast and the jukebox operators.

When a new jukebox installation was needed, the operator had to work around both the local broadband providers and onsite location's availability to schedule the installation, which sometimes resulted in lead-times as long as six weeks. Additionally, the location of the jukebox was often restricted due to the location of the landlines.

Relocating a jukebox was also a costly and time-consuming process. Operators would have to pay service cancellation and re-installation fees to the local broadband provider and schedule the re-installation, which could take weeks. Similarly, maintenance and repair of the jukeboxes were subject to the same cost and scheduling issues.

From an administrative point-of-view, Ecast incurred significant costs negotiating, managing and renewing individual contracts with local broadband providers across the country. They were also unable to leverage their size and scope to secure lower cost Internet access and services.

Ecast needed to find a single-source solution that would provide reliable 24/7 Internet connectivity, reduced installation and maintenance costs, improved profitability and greater customer satisfaction.

### Sierra Wireless AirLink™ Solution

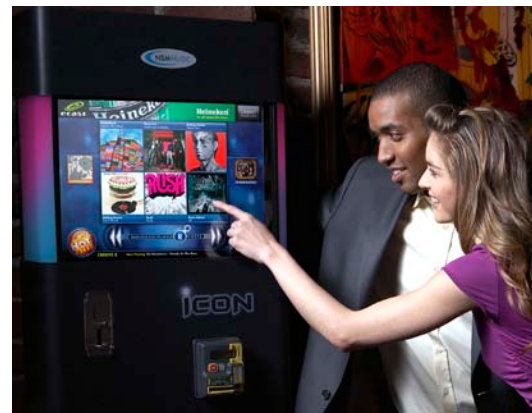
Ecast began searching for an alternative Internet access solution and discovered the Sierra Wireless AirLink Raven Ethernet (Raven-E) modem, which offered a single-source, lower cost means of providing reliable Internet connectivity to each of its remote jukeboxes.

Equipped with the reliable and feature-rich intelligence of ALEOS™, the Raven-E modems are powerful and versatile communication devices that enable always-on, always-alert Internet connectivity to fixed and mobile assets. Available exclusively on the AirLink line of Sierra Wireless products, ALEOS simplifies the integration, installation, operation and maintenance of any wireless data solution. With extensive capabilities like remote monitoring, packet-level diagnostics and over-the-air updates, the AirLink Raven-E modems provided the ideal solution.



Powered By:  ALEOS™

AceWare™, the Sierra Wireless suite of remote monitoring and configuration tools, also played a key role in Ecast's selection of the Raven-E modems. AceNet, an enterprise-grade configuration software package, specifically designed for larger pools of modems, enables Ecast personnel to efficiently manage their jukeboxes. Coupled with ALEOS, AceNet enables real-time status monitoring of each deployed modem. It also enables a wide range of remote tasks, including device configuration, firmware and preferred roaming lists updates and charting performance statistics.



# CASE STUDY: Ecast - Interactive Entertainment Network



## Sierra Wireless AirLink Solution, continued

In March 2006, Ecast worked with the Sierra Wireless Mobile and M2M Group to equip 25 of its jukeboxes with the AirLink Raven-E modems and were immediately impressed with the results. Ecast expanded the rollout to an additional 20 test sites in various regions across the country. Based on the success of these test sites, Ecast began a full rollout to many of its remaining jukeboxes.

## Results

The new wireless data solution, utilizing the Sierra Wireless AirLink Raven-E modems, has greatly simplified the deployment and management of Ecast's remote jukeboxes and provides flexibility and scalability not possible with the traditional landline broadband configuration.

Within six months, Ecast had deployed 500 Raven-E devices in jukeboxes across the country and anticipate rolling out more than 3,000 new wireless-enabled jukeboxes in the next year. Ecast is now able to quickly demonstrate and install jukeboxes, and operators are no longer burdened with long lead-times and costly installations and maintenance.

The Sierra Wireless AirLink Raven-E solution has resulted in significant benefits to Ecast and their operators:

- **Increased flexibility** – Wireless jukeboxes are no longer restricted by the location of landlines and can easily be relocated to the most profitable location
- **Reduced operating costs** – Contract negotiation and management of local broadband service providers is significantly reduced
- **Vendor Consolidation** – Consolidation of new customers into a single network provider and communications platform enables a common management and support structure
- **Enhanced reliability and functionality** – Sierra Wireless' embedded intelligence and remote management and control applications facilitate real-time product monitoring and diagnostics, as well as over-the-air update capabilities
- **ROI** - Simplifies jukebox deployment; Rate of monthly jukebox installations has increased by 600 percent
- **Economies of Scale** - Single-source Internet providers enable access and service discounts

*"Sierra Wireless's AceNet is an amazing tool for us here at Ecast," said Bruce Guerra, director of operations for Ecast. "Now, when operators run into any problems with their jukeboxes, we can immediately and remotely log on and check the modem's stats in real-time. This has significantly enhanced our ability to respond to maintenance and repair issues."*

## Sierra Wireless - Connecting people and systems to mobile broadband networks around the world

Sierra Wireless modems and software connect people all over the world with mobile broadband networks that keep them in touch, informed, and productive from wherever they need to be. The Company offers a diverse product portfolio addressing enterprise, consumer, original equipment manufacturer, machine-to-machine, and specialized vertical industry markets. Sierra Wireless also provides professional services to customers requiring expertise in wireless design, integration, and carrier certification. For more information, please visit our website, [www.sierrawireless.com](http://www.sierrawireless.com)