



UP2U-TV

“Enjoy your time”



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WHAT'S UP2U-TV?

UP2U-TV is an innovative service platform enabling the visualization and broadcast of videos, movies and multi-media contents in real time (Live TV) or/and "On Demand" mode, using any mobile device (smartphone, tablet) via a standard WiFi connection.

UP2U-TV is the only available service with the capability to broadcast top quality and high performance video signals to a high number of simultaneous users.

"Enjoy your time"

WHY THE SERVICE PROVIDED IS UNIQUE ?

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The technology used in UP2U-TV is unique because its platform is capable to capture signals from a digital or satellite antenna transferring them to the WIFI network in real time, maintaining top system performances even with a high number of simultaneous connections.

To properly work and visualize the contents, there's no need to use any APP because the powerful "eja" algorithm incorporated in the system can easily compress and streamline the broadcast videos, while maintaining the highest possible image quality and requiring an extremely limited utilization of the available WiFi band.

With UP2U-TV Any video content can be visualized by users through any tablet or smartphone (Apple iOS or Android) without requiring any specific APP, because all contents are driven through a web portal.

Users are increasingly demanding high quality levels in the videos that can be uploaded through their mobile devices. So far providers have responded by offering various dischargeable APPs, yet these are virtually unusable where internet access is weak or time-linked. Our technology bypasses this gap making the service easily and reliably available, without limits, offering high quality multi-media channels with extremely limited structural costs.

WHAT SERVICES CAN BE OFFERED?

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UP2U-TV is addressed to users in waiting areas such as airport terminals or lounges, when propensity to receive entertainment or travel and purchasing suggestions is high.

Through UP2U-TV the user can visualize either Live digital channels - be them satellite, web or digital terrestrial broadcasts - and AM/FM radio signals, or specifically produced Video On Demand, as well as any other multimedia content in any format, the offer ranging from virtual shopping and e-commerce choices to games, surveys, social or any other kind of information or content.



WHAT ARE THE POTENTIAL ADVANTAGES FOR THE SERVICE PROVIDER?

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UP2U-TV can easily generate incremental revenue for the service provider.

Besides the opportunity to re-sell the video contents (video, games, etc.) on a “pay for” basis, any kind of advertisement or visibility for a commercial operator can be conveyed in real time to the user of the mobile device, thus transforming any user **contact point** in a potential **point of sale**.

UP2U-TV offers the possibility to completely customize the service, thus giving total control of the available advertising contents.

Moreover every interaction between users and UP2U-TV is registered by the system, providing an invaluable source of business intelligence data detailing customers’ habits and buying propensity.

Our Group has all the necessary skills and knowledge to create successful contents, as well as developing the most useful synergies between companies potentially interested in acquiring commercial spaces in UP2U-TV.

HOW TO HANDLE CONTENTS ?

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Once the service provider has defined the multi-media contents to be made available to users and its palimpsest, contents can be easily and autonomously managed through a dedicated area accessible via browser through any personal computer. Using the same interface it will be possible to manage advertising spaces, be them banners or pre-roll videos.

UP2U-TV automatically synchronizes data, making the service immediately available through the local WiFi network.

Our R&D team is available to create every update necessary to integrate into UP2U-TV booking systems, e-commerce tools, or any other proprietary platform.

The screenshot displays the UP2U-TV interface. On the left is a vertical navigation menu with icons for Home, Search, Favorites, Add to Favorites, Live TV & Radio, Music, Lingua, and Metro. The main content area features a large image of a person watching TV and a 'Live TV & Radio' section with the text 'Goditi la TV e la Radio in diretta senza usare la tua banda internet'. Below this is a grid of 18 content tiles, each representing a different channel or service with its logo and a brief description.

Channel/Service	Description
Sky TG24	Benvenuto su Sky TG24 HD tutte le notizie del giorno. Tutto...
Rai 1	Rai 1 è il primo canale televisivo della Rai, l'azienda pubb...
Canale5	Canale 5 è un canale televisivo privato italiano disponibile...
Italia1	Italia 1 è un canale televisivo italiano privato edito da Me...
La7	La7 è un canale televisivo italiano privato del gruppo Cairo...
DMAX	DMAX è il canale di Discovery Italia dedicato all'intratteni...
Boing	Boing, il canale per ragazzi in onda sul digitale terrestre...
MTV	Entra nel mondo della musica e dei programmi TV in diretta s...
Sky UK	Expert comment and analysis on the latest UK news, with head...
Canal 24	Canal 24 horas en directo.Ya puede seguir en directo toda la...
TV5 MONDE	Le site de TV5MONDE chaîne internationale de télévision fran...
RTL	Das TV Programm von heute sowie aktuelle Informationen zum F...
Radio DeeJay	Deejay.it ti sorprende, ti diverte, ti commuove. Radio, vide...
Radio m2o	ra i programmi noti, spiccano il Provenzano DJ Show, Dual Co...
Rai Radio1	Rai Radio 1 - spesso abbreviata soltanto in Radio 1 - è la p...
Rai Radio2	Rai Radio 2 è la seconda rete radiofonica della RAI. L'emitt...

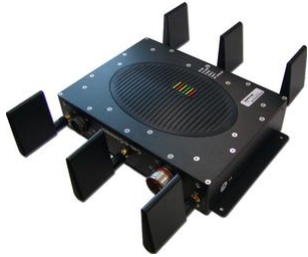


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WHAT ARE THE **HARDWARE REQUIREMENTS** ?

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All that's needed to have the service up and running is a local Server hosting the platform, and a number of Access Points that transmit the WiFi signal. The number of Access Points required will be proportional to the area size to be covered. If a WiFi network is not yet available, the installation of an access point for the WiFi signal is required.



Our experts will evaluate the technical requirements according to the number of expected users, the number of live channels to be made available, and other factors.

Both Servers and Access Points are aeronautically certified, granting any Aviation Authority requirement is fulfilled.

For a more detailed technical description of the hardware please visit our technological partners' website <http://www.kontron.com/>

SERVICES DEDICATED TO AIRLINES

UP2U-TV

Airlines can easily install the UP2U-TV platform onboard aircraft, thus offering passengers the possibility to connect via Wi-Fi - using their mobile devices - maintaining their off-line status.

Potential applications include:

- 01 Electronic Inflight Magazine proposing e-commerce, PDF and e-book
- 02 Safety, Regulatory and other Inflight Announcements
- 03 Destinations information, enhanced by specific and emotional videos and images
- 04 Ticket purchasing and booking. Possibility to create specific websites integrated within the airline's back office
- 05 Music (mp3) and movies on a pay-for basis
- 06 Video Commercials for sponsors or any kind of advertising, to be broadcast in flight
- 07 Free multi-media games (HTML5 format), with the possibility to create ad hoc games with multi-user functionality
- 08 Possibility to create *customized applications*



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SERVICES DEDICATED TO AIRPORTS

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Airports can install the UP2U-TV platform within the airport terminal. Depending on the number of potential visitors and to the surface to be covered by the service, the necessary hardware requirements may vary. Passengers will be able to connect to the service via Wi-Fi, using their mobile devices. Potential applications include:

- 01 Main palimpsest showing the services offered throughout the airport, shops map and specific promo videos highlighting special offers/activities
- 02 Possibility to purchase ancillary services (parking, fast track, etc..) and integration of e-commerce services jointly with local retailers
- 03 Destinations information, enhanced by specific and emotional videos and images
- 04 Possibility to convey special offers and exclusive promos for registered UP2U-TV users, to be redeemed at local airport retailers
- 05 Music (mp3) and movies on a pay-for basis
- 06 Video Commercials for sponsors or any kind of advertising, to be broadcast to users during browsing
- 07 Free multi-media games (HTML5 format), with the possibility to create ad hoc games with multi-user functionality
- 08 Possibility to create *customized applications*



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MAIN CASE HISTORY

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Alghero
Airport

Live TV and On Demand
service within the
terminal



Bologna
Airport

Live TV and On Demand
service within the
terminal



Cagliari
Airport

Live TV and On Demand
service within the
terminal



Olbia
Airport

Live TV and On Demand
service within the
terminal



City of Alghero

Live TV and On Demand
service in the harbour
terminal and city beaches

THE GROUP

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UP2U-TV is a project managed by a group of Companies with a long-time experience in the airline and transportation system industry.

Each of our Companies has a very well defined role thus offering an all-round service, much more than a simple hardware/software platform.



DIAMANTEA Srl

Specialized in developing software specifically for online sales within the airline sector: booking, mobile, revenue management.



IDEA DOCET Srl

Specialized in strategic marketing, e-commerce, SEO, social and editorial plans.



LASER Srls

Specialized in consulting and representation services, as well as in the distribution of the Group's product portfolio.



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**Feel Free To Send Us A Message Or
Give Us A Call !**



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