

## News Release

11/12/2007

To whom it may concern

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Document No: G-CD-2007-1102-001

### **Movielink Orchard Parade Hotel Full IP based Video on Demand Projects adapts Planex solution in core and edge switch.**

Planex Communications Inc.(President/CEO : Katsuaki Kubota, Headquarter : Tokyo Shibuya-ku, JASDAQ code 6784 ) announced today that Movielink uses Planex Core and Edge switches as backend infrastructure in entire Orchard Parade Hotel serving for Video on demand services providing over 400 hotels guest rooms. The hotel rooms are connected with setup boxes in provide of Video on Demand services. This enables guest to order blockbuster movie connect via setup box, thru our switch from movie server and live stream movie to the room. Planex will continue to partner with Movielink in implementing similar solutions to all hotels in future.

#### **■About IT Structuring of Orchard Parade Hotel**

##### **●System Summary**

Lay up of over 500m length of Fiber optical cables covering 14 floors in the building, each level deployed with 1 to 2 stack edge switch serving 40 rooms. Stack switch are connected to Fiber Core switch and core switch to billing system and movie server.

##### **●Purpose of the system installation**

In order to back up the infrastructure, ring topology with spanning tree function is implementing for redundancy, a route back FO cables and 2 core switches are deployed for 0% down time.

##### **●System's Feature**

- Generates as a backbone infrastructure for the Video On Demand services, it enables user to purchase blockbuster movie from the video server, connecting also to a billing systems. The backend inter-operates with video and billing server simultaneously and serve as a business tools for Movielink to hotel guest.
- Sophisticated infrastructure allowed hotel operators to bill and provide

entertainment services easily.

● **The main service available after switch design implement**

- Video on Demand.
- TV on Demand
- Music on Demand
- Games on Demand

● **The product which was used for this project**

- ◇ 12 1000BASE-X (SFP) ports + 4 gigabit combo ports(RJ45/SFP) L3 Intelligent Switch
- ◇ Product No. : SF-0408MGL (JAN Code 4941250-149940)  
Price : USD800.00 (Excludes sales tax, installation)



- ◇ 24-port 10/100Mbps + Option / Gigabit Intelligent Switch  
Product No. : SF-0224FS (JAN Code 4941250-151813)  
Price : USD390.00 (Exclude sales tax, installation)



- ◇ 1000BASE-LX(LC Connector) Mini GBIC Module/ 1000BASE-SX(LC Connector) Mini GBIC Module
- ◇ Product No. : MGBIC-SX-P/ MGBIC-LX-P (JAN Code 4941250-149254/ 4941250-149261)  
Price : USD65.00 (Excludes sales tax, installation)



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## **About Movielink (S) Pte Ltd**

In the Asia-Pacific region for over two decades and with management's collective experience spanning more than 100 years in the entertainment arena, Movielink is the most innovative market leader when it comes to providing to the hospitality industry, with the most advanced interactive services that today's sophisticated travelers expect from reputable hotel chains.

From a simple system for motels and smaller hotels, to the most sophisticated channels of interactive services (such as Digital Movies on Demand, Guest Net, GuestConnect, Games, MovieConnect, etc), Movielink's "state-of-the-art" millennium system is a "dream-come-true" for the "forward-thinking" hotelier whose thirst to entice guests to his hotel is of utmost priority! What better way than to install Movielink's "basketful" of services without any capital outlay! (Not forgetting the sharing of revenues!)

### Our Services

Movielink thrives on giving Hotels and Hotels' guests the most outstanding services and range of products designed to suit the entire needs of a hotel, hospital, service apartments, cruise lines, social clubs and country clubs:

Movie Systems

GuestNet (internet on TV)

Video Games On Demand

Hotel Promotion & Guest Information

Welcome Channel

Bill Review/Express Checkout

Guest Messaging

Special Hotel Channel

MATV/Cabling

Broadband Cabling

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