



High-speed distribution of HD movies to hotels with Aspera

AT A GLANCE

Industry

Media & Entertainment

Products

Aspera Enterprise Server
Aspera Embedded Client

Challenges

Transferring up to 30 movies (4-19GB each) within a short period each month to multiple hotels over a wide range of network conditions.

Solution

Aspera Enterprise Server at Allin's central lab with Allin's custom software using Aspera Embedded Client at hotel locations.

Results

- Transfer speed increases of up to 35% on even the slowest networks.
- Bulletproof security provides necessary credibility to acquire and distribute high-value content.
- Software-only solution on commodity hardware eliminates costs.
- Web-based content deliveries replace costly physical media shipments.

Allin Interactive is a leading interactive television (ITV) systems and platform provider for the hospitality industry. Allin specializes in developing applications that deliver encrypted pay-per-view films and other in-room programs such as restaurant reservations, games, event ticketing and promotional messaging. Allin initially focused on the cruise ship industry, delivering content via physical media shipments and rapidly accruing a 90% market share. Allin expanded to include the hotel industry, delivering its in-room programs via the web to eliminate the need for complex shipping operations.

Allin relies on Aspera's FASP™ transport technology, embedded into its own applications, to move large movie files (4-19GB) from studios to Allin's labs and on to its customers at maximum speed. Aspera's ability to run on commodity hardware eliminates the need for Allin to buy and install dedicated transfer appliances at each property. Plus, Aspera's bulletproof transfer security helps Allin meet the strict security requirements demanded by movie studios, which has allowed Allin to become the first ITV company to offer high-definition films from many of its studio partners.

CHALLENGE:

Allin was faced with the question of how to efficiently distribute dozens of movies to hundreds of customer sites. Allin needed a solution that could accommodate extremely dense traffic during peak periods at the beginning of each month, when up to 30 new film titles must be shipped out to each location simultaneously.

"We are one of the first ITV companies in the U.S. authorized to offer first-run high-definition movies from many of the Hollywood studios. Aspera added to our credibility to make this happen."

● Eric Immerman
Senior Vice President of Software Development,
Allin Interactive

Allin also required the solution to efficiently move big movie files from major studios such as Deluxe to Allin's labs, where Allin would add playback encryption, insert metadata, and wrap the preview and graphics together into a single package before pushing them out to each customer site.

For the land-based operations, Allin wanted to build an end-to-end digital supply chain from the studio to their labs and on to the hotels using electronic file transfer.



BENEFITS

Maximum speed: Using Aspera’s patented FASP technology, Allin transfers big HD movie files and other entertainment content at maximum speed regardless of the individual network conditions at each hotel.

Comprehensive security: Encryption in transit strengthens Allin’s partnerships, allowing major film studios to entrust their valued HD content to Allin.

Easy integration: Comprehensive, well-documented SDK enabled fast, seamless integration of Aspera Embedded Client into Allin’s custom applications that can achieve maximum transfer speeds running on commodity hardware.

Cost savings: With Aspera transfers, Allin avoids using costly, cumbersome and error-prone physical media shipments and eliminates the need to purchase expensive dedicated hardware appliances for each client property.

Aspera ecosystem: The expansive network of businesses that use Aspera in the media and broadcast industry enables Allin to plug into existing transfer workflows, eliminating the need to develop dedicated transfer mechanisms for individual studio partners.

Initially, Allin considered developing a proprietary solution, but file sizes ranging from 4 to 19 gigabytes and a wide variety of network conditions and speeds at its customers’ properties persuaded the Allin team to find an off-the-shelf solution.

SOLUTION:

Allin selected Aspera after reviewing several other options, finding that other solutions did not deliver the performance improvement Allin was looking for and were not cost effective because they required expensive hardware installations at each of Allin’s large number of client properties. With Aspera, Allin was able to leverage existing commodity hardware to deploy Aspera’s transfer software at their own facility as well as at clients’ properties, avoiding the need for dedicated servers at each location. Allin installed Aspera Enterprise Server software in their office and incorporated Aspera’s Embedded Client into their own application, which was installed at each property.

In addition to using Aspera to deliver content to hotels, Allin also used Aspera to receive movies from studios. Aspera fulfilled many of Allin’s needs for pulling content from studios – high-speed transfers, 100% reliability, and bulletproof security, which was critical because in-transit encryption is a requirement in many of Allin’s contracts with the studios.

Further simplifying the transfer process, most of the studios Allin works with already had their own Aspera transfer software, enabling Allin to leverage an existing ecosystem of Aspera-based workflows. For the partners without their own, Allin used Aspera’s SDK to develop a client application that partners could use to upload content to Allin.

RESULTS:

Aspera’s FASP transport technology fully utilizes the available bandwidth for each property, regardless of network conditions, leading Allin to garner a 30 to 35% increase in transfer speeds even on the slowest, unreliable connections at remote locations while also remaining fair to other network traffic and not impeding guests’ internet browsing experience. “Aspera works better the worse the network line, so now we’ve got reliability at all of our properties. That’s definitely a benefit,” said Eric Immerman, Senior Vice President of Software Development at Allin. Aspera is able to run on existing hardware and eliminates the need for complex shipping operations, providing significant cost savings.

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Selecting Aspera has enabled Allin to leverage the ecosystem of Aspera customers within the media industry to develop business opportunities, leading to additional revenue. “Aspera has enabled us to license higher quality, newer content from the studios because they know and use Aspera, so they trust that our transfers are 100% secure,” said Immerman. “We are one of the first ITV companies in the United States authorized to offer first-run high-definition movies from many of the Hollywood studios. Aspera added to our credibility to make this happen.”



ABOUT ALLIN

Allin Corporation is a leading provider of interactive application development, technology consulting and platform integration services. Allin Interactive, based in Fort Lauderdale, Florida, specializes in deploying turn-key integrated interactive television and interactive mobile applications to the hospitality marketplace, based on its innovative browser-based DigiManager™ content management solution. Allin leverages its experience and custom development capabilities to deliver the most functionality and flexibility of any ITV solution in the world. The Company maintains offices in Pittsburgh, Pennsylvania and Ft. Lauderdale, Florida.

About Aspera

Aspera is the creator of next-generation transport technologies that move the world’s data at maximum speed regardless of file size, transfer distance and network conditions. Based on its patented FASP™ protocol, Aspera software fully utilizes existing infrastructures to deliver the fastest, most predictable file-transfer experience. Aspera’s core technology delivers unprecedented control over bandwidth, complete security and uncompromising reliability. Organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets.

Learn more at www.asperasoft.com