



**FOR IMMEDIATE RELEASE**

## **national datacast**

### **National Datacast Improves In-Building Reach and Streamlines Distribution of Content to Digital Out of Home Networks**

*National Datacast's MediaLink Network Device Leverages In-Building IP Networks to Provide Improved Signal Reach, Lower Operating Costs Via File Sharing over LAN*

**ARLINGTON, VA - NOVEMBER 4, 2010** -- National Datacast, Inc., the national provider of point-to-multipoint digital media connectivity, has introduced a low cost network communication device designed to efficiently extend the reach of National Datacast's wireless network to multiple digital signage players within one location, reduce expense and increase flexibility with a single integrated antenna and DTV tuner.

National Datacast's MediaLink plug-and-play solution acts as a unified, on-premises distribution point for National Datacast's network-provided IP data to multiple LAN-connected players via Ethernet, Wi-Fi or USB interfaces. It is specifically beneficial in point-to-multipoint digital signage applications such as shopping malls where structural impediments reduce terrestrial, cellular or satellite signals needed for driving multiple digital signage players. MediaLink allows the receiver antenna to be placed for optimal signal strength in a convenient location without the need to be hardwired to the media player located across the room. MediaLink supports IP multicast distribution, similar to satellite, and no special software is required to stream content over the industry-standard local area network interfaces. MediaLink also supports FTP drop box distribution. With this method files placed in an FTP drop box are transferred over the National Datacast network to the MediaLink where they are shared via local LAN devices via a built-in Network Attached Storage (NAS) device.

At an approximate \$200 unit price point (lower with volume purchases), MediaLink delivers significant savings and flexibility to National Datacast customers through file sharing of content among multiple LAN-connected devices. The MediaLink can also be configured to provide 2-way maintenance support by means of terrestrial fixed or wireless communications leveraging existing communications capabilities.

"MediaLink is an affordable, practical solution designed to address our customers' needs - extending the reach of network coverage to devices within buildings or structures that would otherwise not have sufficient signal to receive the data, or require cumbersome and invasive installations within the customer environment." said Kristin Francis, National Datacast's Director of Sales & Marketing. "National Datacast is pleased to introduce this latest innovation to enhance the value our customers can deliver to their customers."

MediaLink will be on display at the upcoming Customer Engagement Technology World (CETW) at the Javitz Convention Center in New York City, November 10th and 11th.

**About National Datacast, Inc.**

National Datacast has been at the forefront of datacasting technology since 1988, when the company was formed as a for-profit subsidiary of the Public Broadcasting Service. National Datacast continues to be the leader in nationwide data broadcasting, providing customized solutions for managing and delivering entertainment, information, and other digital content to consumers at home and on the go, businesses and government across the U.S. National Datacast's network integrates the broadcast facilities and capacity of PBS member television stations with options for wired or wireless broadband as a return channel enabling clients to reach their customers locally, regionally and/or nationally, in real time or on a scheduled basis. See [www.NationalDatacast.com](http://www.NationalDatacast.com).

**Contact:**

Kristin Schaad Francis  
Director, Sales & Marketing  
National Datacast, Inc.  
(703)-739-1215 direct  
[kmschaad@pbs.org](mailto:kmschaad@pbs.org)

##