PRESS RELEASE

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LEIGHTRONIX to Feature the LuxeVision ipMerge IPTV Solution in Booth 754 at the HITEC Show in Los Angeles, June 22-24

With the Ability to Utilize Existing Fiber, Coax, and/or Ethernet Infrastructures, LuxeVision ipMerge Is Exciting Many in the Hospitality Industry

Holt, MI — June 19, 2014 — The LuxeVision ipMerge™ IPTV Solution from LEIGHTRONIX is sure to make a significant impact on attendees of Hospitality Financial and Technology Professionals' HITEC show June 22-24, at the Los Angeles Convention Center. Designed with hotels, motels, resorts, and other segments of the hospitality industry with 50 to 500 rooms or end points in mind, LuxeVision ipMerge is breaking price barriers as the first all-in-one IPTV solution starting at under $20,000. The solution includes an application server with customizable middleware, a multi-channel video-on-demand server, and a multi-channel multicast server, all within a one rack unit platform.

Designed to enforce a standardized corporate identity, LuxeVision provides customization features that allow users to effectively promote their own brand. The system has completely customizable middleware that is easy to maintain and update. Users can control the look and feel of the viewer's experience with basic PHP and JavaScript authoring, and the system also allows for branding through background images or bug overlays. Users also have the option to force start specific content or channels; for example, when guests arrive at a user's facility, the user can ensure their guests see a welcome video when they turn on their televisions.

LuxeVision ipMerge also comes with the ability to provide an integrated digital signage channel that allows users to promote events, excursions, and add-ons in order to generate more revenue opportunities. A dedicated channel can cycle through important slides and promotional or safety videos, and can be set as the default channel to ensure viewers are aware of the facility's events.

Additionally, LuxeVision ipMerge provides built-in safety features for hotels and resorts in severe weather locations or with other concerns. LuxeVision comes with emergency channel override, PA Active, and weather alert features that allow users to make sure their guests are immediately aware of any dangers or concerns.

LuxeVision ipMerge was designed with a focus on both the user and the guest experience and developed with the hospitality industry in mind. The pay-per-view feature creates additional revenue opportunities for the users and provides guests with access to additional content. The easy to navigate middleware and intuitive program guide have proven to be demographic neutral and easily accessible by all age groups.

LuxeVision ipMerge provides the same features most guests are already used to in their own homes, allowing users to provide conventional TV services, resort specific video content, video-on-demand (VOD), time-shifting (pause, rewind, etc.), and an easy-to-use interactive program guide. For users who would like additional VOD or multicast capabilities, the LuxeVision Video-on-Demand Server™ and LuxeVision Multicast Server™ can be added and easily integrated into an existing LuxeVision ipMerge system.

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With LuxeVision ipMerge, users can utilize their existing fiber, coax, and/or Ethernet infrastructures. Hotels, motels, or resorts that do not have fiber or Ethernet in each room but do have a coax infrastructure will not need to invest the time or incur the cost of installing a whole new infrastructure, LuxeVision ipMerge is able to use any one, or any combination of these three delivery network types to transmit video IP packets to each guest's room.

A live demonstration system will be set up June 22-24 in Booth 754 at the HITEC show in the Los Angeles Convention Center. Users can stop by and interact with the system or receive a guided demo from a LEIGHTRONIX IPTV specialist on site.

About LEIGHTRONIX, INC.

LEIGHTRONIX is recognized as an industry leader in specialty video equipment design and manufacturing, including digital video solutions that include servers, encoders, and decoders, television automation, live and video-on-demand streaming media, IPTV, and remote equipment control. A model of stability and longevity in the quickly evolving professional video market, LEIGHTRONIX continues to set standards in product value and versatility that exceed customer expectations in both product performance and support. The company's cutting-edge, quality equipment at affordable prices have made LEIGHTRONIX one of the most trusted names in the video communications industry for over 30 years. For more information, visit www.leightronix.com.

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