



# WISI provides secure TV distribution over Internet to the Sheraton Jumeirah Beach Hotel in Dubai

**Niefern-Öschelbronn, January 30, 2019** – WISI Communications today announced the deployment of a solution allowing German tourists to access their favourite TV shows while visiting Dubai. The Sheraton Jumeirah Beach Hotel in Dubai now receives encrypted German TV channels via the Internet from a central headend located at WISI headquarters.

“German visitors staying at the Sheraton Jumeirah have longed for domestic content, but it has been difficult to meet this need,” says Muneeb Ul Haq, Information Technology Manager. “With WISI, our visitors can now enjoy their favourite TV shows even on vacation.”

All hotels outside of Europe with a broadband connection can now receive RTL channels from WISI Communications. At the Sheraton Jumeirah Beach Hotel, a Firefly receives encrypted video streams and delivers the content to all 200 TV screens in IPTV, QAM/DVB-C or Analog. Firefly’s wide range of output options means that all types of hotel networks can install the same solution.

“The solution offers powerful encryption and easy content rights management,” explained Jörg Mergenthaler, Product Manager for WISI. “Our carrier-grade Firefly platform delivers content to all screens in this five-star hotel - offering customers TV channels from their home country.”

WISI has utilized its proprietary product lines throughout the value chain. A Tangram headend receives the signal from a satellite and then converts and feeds the Inca Multiscreen Launch Platform. The content is encrypted and then distributed using internet protocol to a Firefly located at the Sheraton Jumeirah Beach Hotel in Dubai.

“Limited satellite footprint makes German content hard to come by in this region,” said Ali Ghosein, General Manager WISI Middle East. “The solution we have implemented is affordable, reliable and scalable. It is exciting to offer hotels the possibility to add niche content to their channel line-up.”

WISI Communications will present the secure TV distribution solution at CABSAT 2019, at the Dubai World Trade Centre March 12-14. Book a meeting today and meet Team WISI in Dubai. Follow the link to book a meeting at: <https://bit.ly/2UnwDrW>

## About WISI Communications GmbH & Co. KG (WISI)

Wilhelm Sihm Jr. founded WISI in 1926 in Niefern-Oeschelbronn (Germany). More than 90 years later, the high-tech company is one of the world’s pioneers in broadband reception and distribution technology. Today, WISI is active globally in the business fields: components for broadband networks, fiberoptics for broadband, digital signal reception, processing and modulation for TV and radio, and in-house multimedia. WISI currently employs 600 people at sites in Germany, Europe, Canada and Asia. The company has subsidiaries in France, Austria, Switzerland, Sweden, Bulgaria, Spain, Canada, Dubai and China. In addition, WISI works with more than 100 partners in major international markets. For more information, visit [www.wisi.de](http://www.wisi.de).

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