



Press pack: Client-Application

## **Audio background and multimedia services** **delivered to pharmacies via satellite**

Alliance-Sat is designing an integrated solution with Divona  
based on UDcast's products and technology

*6000 pharmacies will be able to benefit from satellite links to dispense advice about  
public health and boost sales*



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Dispensing pharmacists have always constituted a vital link in the public health delivery chain: in addition to their prime role as dispensers of medicines, they provide crucial advice to their customers both in terms of preventative health and the use of their prescriptions.

Given the importance of this informative role, pharmacists are keen to improve the quality of the reception and information provided to their clients.

➤ *France's 23,000 dispensing pharmacists are visited by over 5 million people every day*

To meet the requirements of dispensing pharmacists, Alliance-Sat, UDcast and Divona have put together an integrated satellite communication system which is specifically aimed at points of sale. It is designed to take into account the specific requirements of pharmacists, which comprise three key points:

- The need to improve the quality and conviviality of the in-store experience, while preserving the privacy of transactions with customers.
- The need to focus on and foster the pharmacist's advisory role, dispense information of general interest and preventative health information.
- The need to boost sales, bring promotional offers to customers' attention and highlight the services on offer.

⇒ ***The complementary expertise of three leading players involved will help ensure the success and reliability of the integrated solution on offer***

The implementation of this unique project is founded on the input of complementary know-how from several players, each of whom brings a highly specific solution to the stated requirements:

↻ **Alliance-Sat – supplier of content.**

Alliance-Sat, a subsidiary of Alliance Santé, is in charge of designing the in-store background content (information, music, and coming soon, video) and of personalising the messages transmitted. The company will also be in charge of marketing the solution to pharmacists.

↻ **UDcast – creator of the IP-based applications.**

UDcast, a spin-off of INRIA, brings its know-how in managing the flow and routing of personalised messages through the physical infrastructure. The company's secure multi-point transfer tools will ensure the secure transmission of content to individual pharmacies.

↻ **Divona – the specialist in satellite data transmission and broadcasting.**

Divona, a subsidiary of Monaco Télécom (Vivendi Télécom International group), is involved in the project at several levels: supplying and managing the broadcast infrastructure, providing a multimedia platform to manage the IP traffic and bandwidth, and handling the day-to-day management of the deployment of client [reception] systems.

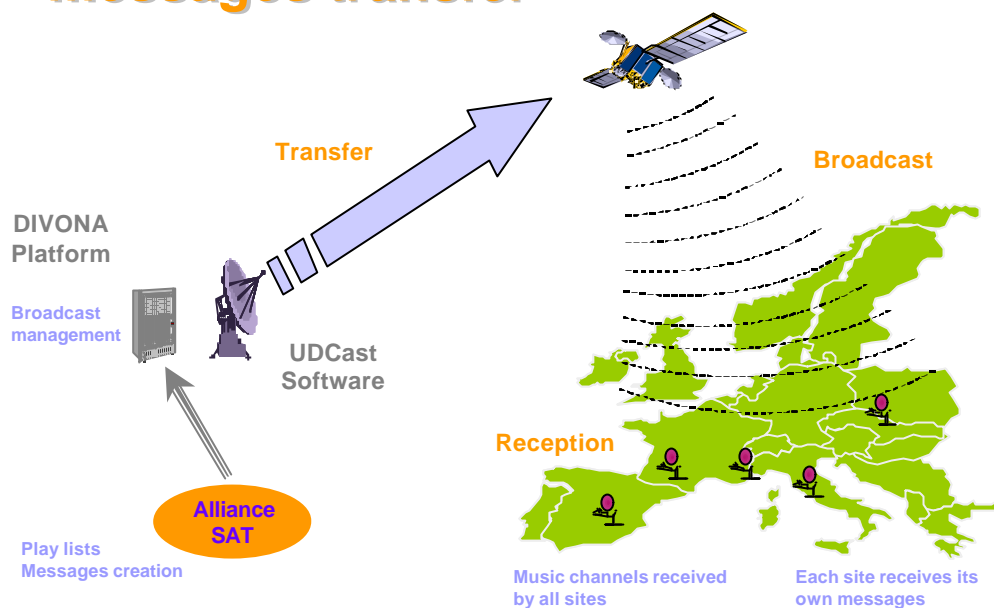
This partnership, covering both the technological and service aspects, has devised an integrated satellite-based solution enabling the insertion of targeted messages against the backdrop of a selection of musical channels and background multimedia in-store entertainment.

➤ ***Pharmacies can now benefit from satellite technology to bolster their information and promotional requirements***

**Why satellite technology?**

- ☞ Satellite technology provides a means for reaching any pharmacy, wherever it may be.
- ☞ It offers very good value for money compared with traditional terrestrial means.
- ☞ It enables the broadcasting of common content to all pharmacies thanks to the use of multicast technology (secure, multi-point transmission).

## Music channels broadcast and messages transfer



The sound files (MP3 format) are hosted on the Divona platform in a space that is dedicated to the service. Divona has developed a user-friendly interface to enable Alliance-Sat to upload new tracks to the servers as well as play lists and personalised messages. Thanks to the system, the content creator/manager is able to administer its transmissions remotely.

The platform, which is fully redundant, organises the data into streaming content that is broadcast on the basis of the play list as a PUSH transmission thanks to UDCast's solution, which provides several benefits:

- ✓ It is based on the UDLR Internet standard (IETF RFC 3077)
- ✓ It is universally portable
- ✓ It is compatible with all standard systems based on DVB-S
- ✓ The applications are scalable, allowing for increases in the number of pharmacists, i.e. clients served
- ✓ It is possible to integrate CD and video content without altering the applications

A bandwidth of 64 kbit/s is allocated per music channel.

The client (reception) systems consist of an antenna and a terminal.

### **A useful and future-proof system:**

- the configuration enables the transfer of data files, making for simple, fast and reliable updates. Furthermore, by connecting the terminal to their IT systems, pharmacists can gain access to a large repository of information (emergency withdrawal of medicines, new drugs on the market, etc.), as well as obtaining updates of several key databases (the Banque Claude Bernard, Alliance Pharmathèque, etc.).

It also provides every site with access to Alliance Unichem's Europe portal: [www.Pharmology.com](http://www.Pharmology.com), at incomparable access speeds.

- a huge data storage capacity.

- a configuration which is compatible with future developments such as the broadcasting of video content.

### **User-friendly:**

- does not require the handling of any CD or diskette.

- offers control over certain aspects of the transmission process. Alliance-Sat can configure individually via satellite each reception terminal to meet specific client requirements; it is thus possible to provide for a uniform multi-point broadcast, or to provide for regional differences for all or part of the transmission.

➤ **The advantages for pharmacists and their clients**

The huge technological advance provided by satellite communications is only matched by the concrete benefits which it can deliver to its users. In the case of dispensing pharmacists, the benefits are self-evident, and pharmacists were quickly able to ascertain the advantages which the solution offers to their profession.

A survey carried out among pharmacists by the three partners (Alliance-Sat / UDcast / Divona) reveals that the vast majority are impressed by the benefits of an in-store audio background: initial test-users of the audio messaging system have noted a definite impact of the messages on potential customers in their pharmacies.

<p>✓ <b><u>The benefits of an in-store audio background</u></b></p> <ul style="list-style-type: none"> <li>• <b>The creation of an environment which differentiates them from their peers:</b> individual pharmacists can personalise the audio background in their pharmacy in line with their target aims and with their musical tastes.</li> <li>• <b>The showcasing of certain pharmaceutical products via promotional and preventative health audio messages.</b></li> <li>• <b>The possibility of providing specific messages about the pharmacy</b> e.g. listing the days when there is a qualified pharmacist on site, any ancillary / complementary services on offer, emergency telephone numbers, etc.</li> <li>• <b>A very low initial cost providing for a rapid return on investment.</b> The entry-level solution, which is available to any pharmacy at a very low cost, comprises the service, the satellite antenna, the loudspeakers and the satellite receiver.</li> </ul>	<p>✓ <b><u>A pharmacist's testimonial</u></b></p> <p><i>The Maury pharmacy in Callac, Brittany ran a week-long anti-smoking campaign using POS display material from a famous brand in its shop window, at the prescriptions counter and throughout the store as a whole. The result was satisfactory.</i></p> <p><i>The week after, the pharmacy enhanced its campaign by adding a standard audio message: "Smokers, do you want to quit smoking? If so, your pharmacist can help you. Just ask us how! Your pharmacist is a healthcare professional who is here to listen to you."</i></p> <p><i>Many patients spontaneously questioned the pharmacist about the effectiveness of the products advertised. The pharmacist's advisory role was hence fulfilled more effectively, leading to a <b>100% increase in sales</b> relative to the previous week.</i></p>
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All these benefits constitute a useful and effective customer loyalty tool. And as for the customers themselves, the benefits are as follows:

- ✓ **a pleasant listening experience given the non-repetitive nature of the sound track** which alternates information spots with musical tracks. The sound tracks are broadcast by Alliance-Sat over a rolling period of 15 days without repetition of tracks, which makes for a relaxing atmosphere.
- ✓ **the audio background can actually enhance the confidentiality of private conversations** between pharmacists and their clients when handing over completed prescriptions.
- ✓ **the messages played out can enhance the information available to clients:** the audio background is an ideal medium for relaying national preventative campaigns (smoking, vaccinations, contraception, diabetes, etc.) or information of general interest (social security cover, payment by third party, etc.).

The in-store audio background both enhances clients' shopping experience and the pharmacist's advertising potential.

**Several hundred pharmacists across France have already implemented the satellite-borne solution offered by the Alliance-Sat, UDcast et Divona partnership. The initial roll-out target is for 6000 pharmacists to be signed on within 3 years.**

The partners are also working to add new functionalities to the existing architecture and hardware: video transmissions, the uploading of data files to individual pharmacies, and Internet services delivered via satellite.

Based on the experiment carried out to date in dispensing pharmacies, it is clear that the principle of a point-of-sale multimedia background can be adapted to other similar environments, whether retail or non-retail.

### **About UDcast**

UDcast offers Internet access and application providers, content broadcasters and manufacturers of network and multimedia equipment with ready-to-use applications enabling the complete and transparent integration of special digital satellite (DVB-S), digital terrestrial (DVB-T) and digital radio (DAB) links into Internet content and transmissions.

UDcast was founded in June 2000 by Didier Tymen, Chairman and Chief Executive of the company, and four research engineers from INRIA specialising in the broadcasting of data at high bandwidths. The company now employs 18 people and is based in Sophia-Antipolis. UDcast also has offices in Paris and in Sydney.

For more information, see the company's Web site at <http://www.udcast.com>

### **About Alliance-Sat**

Alliance-Sat uses its own proprietary applications to provide value-added content comprising several background channels and personalised messages. It also assembles and distributes the dedicated satellite receiver terminals. Alliance-Sat acts as the project's integrator, in charge of marketing it to its target audience.

<http://www.alliance-sat.com/>

### **About Divona**

Divona specialises in satellite communication and data transmission. Divona's services and know-how cover all the requirements of professional data transmission and broadcasting: broadcasting infrastructure, multimedia platform to control the IP traffic, bandwidth and deployment of receiving systems. The aim is to bring the benefits of satellite transmission to high-street merchants by offering them integrated services.

Divona is a subsidiary of Monaco Télécom, a global operator and itself a subsidiary of Vivendi.

<http://www.divona.com>