



Page of Enlitenment

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Enliten Management Group provides **Page of Enlitenment** as a courtesy to its customers and other users of satellite-based business television and interactive distance learning networks.

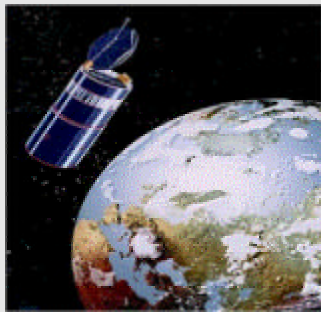
Page of Enlitenment is intended to provide information on the latest trends in applications, technologies and services, including video and multimedia delivery, viewing and display.

Featuring:

**Modern Life, Without Satellite Communications –
The Significance of Satellite May Surprise You!**

**Shoney's Inc. Achieves Higher Customer Satisfaction –
Through Satellite-based Training & Corporate Communications**

**SATCON 2002 Recap –
Industry Experts and Enterprise Users Addressed Key Issues**



Industry Related Publications & Conferences

Satellite Publications

Via Satellite
www.viasatellite.com

Training Publications

e-Learning
www.elearningmag.com

Training
www.trainingmag.com

What Would Modern Life be Like Without Communication Satellites?

Many claim that fiber is everywhere. To hear them speak, one would assume that:

- The country, the world, is covered with fiber.
- There is not, nor will there ever be, a shortage of fiber.

If true, what does this mean to consumers, to businessmen and women, to all of us? Will this mean some combination of greater availability, quicker access, faster speeds, and lower communication costs for everyone?

Unfortunately, the answer is no. Not today and not for the foreseeable future. For fiber is not everywhere, nor is there universal availability and access. As a matter of fact, about one-third of the US and much of the rest of the world lack basic terrestrial telephone and/or communication services.



Enliten Expertise... Our Team Players

Enliten's team of consultants and technical experts provides you with excellent guidance and product information ... to make your decisions and job easier. Whether your requirements are to reduce costs or increase revenues, **Enliten gets you results.**

It's our pleasure to introduce you to a couple of the top individuals in our industry and related fields. Here are their stories.

Randy Palubiak

A founding partner of Enliten, Randy leads the company's Consulting Services. Prior to Enliten, Randy was responsible for business development and sales of Business

Video Production/Systems Publications

AV Multimedia Producer
www.avmultimediaproducer.com

Broadcast Engineering
www.broadcastengineering.com

Government Video
www.governmentvideo.com

Millimeter
www.millimeter.com

Presentations
www.presentations.com

Video Systems
www.videosystems.com

Advertising, Marketing, Promotions Publications

Advertising Age
www.adage.com

Behind the Themes
(Theme based entertainment)
www.themeit.com

Display & Design Ideas
www.ddimagazine.com

Kiosk
www.kiosk.com

POP Times
www.poptimes.com

Sound & Communications
www.soundandcommunications.com

System Contractor
www.systemcontractor.com

Sound & Video Contractor
www.svconline.com

IS-Internet Related Publications

America's Network
www.americasnetwork.com

Baseline
www.baselinemag.com

Communications News
www.comnews.com

CRN
www.crn.com

EBN
www.ebnonline.com

eWeek
www.eweek.com

Fortunately, communication satellites fill much of the void, and in many cases provide excellent alternatives or primary solutions for communication and program distribution.

It's important to note that every one of us benefits from satellite services, virtually everyday, whether we're at home, at work or traveling. Major television networks (such as: ABC, CBS, NBC, FOX, UPN, WB, PBS...) and radio networks (such as: NPR, ESPN, FOX...) deliver programming to their respective affiliates for local distribution via satellite; cable networks deliver their entertainment, news and sports programming via satellite; music services are delivered to elevators, office buildings, homes and even automobiles via satellite; nationwide paging services and GPS tracking and navigational services rely upon satellite. In remote and rural locations in the US, satellite may be the only means of telephony communications and Internet access. In addition, satellite is the only means for communications in under-developed areas throughout much of the world.

So, back to the question: **What would modern life be like without communication satellites?**

The availability of information, news, entertainment and sports programming for business or pleasure would be changed dramatically! In some ways, the communication world would look like it did back in the late seventies.

- Would there be the wide selection of programming channels? Not likely. However, the advent of satellite distributed cable television and DBS services certainly fueled the increase in programming choices available.
- Would there even be news channels like CNN and FOX News? Certainly there would be some live news feeds. However, coverage of events from Afghanistan, Iraq and other places around the world would likely be far less timely and maybe only available by tape delay.
- Would cable television exist in its current form? Very unlikely, even with the decreasing cost for

Television (BTV) and Interactive Distance Learning (IDL) networks for Convergent Media Systems, and AT&T Tridom's Vistacast Service. Randy's background includes extensive experience in satellite-based communications networks, broadcast television, video production services and applications assessments.

In total, Randy has provided ad-hoc videoconferencing and dedicated network services to more than 70 companies and organizations, including: Edward Jones & Company; The Home Depot; McDonald's Corporation; Intel Corporation; AT&T Information Management Services; AT&T NOET; General Telephone (GTE); May Department Stores; CompUSA; Amoco Corporation; Marion Laboratories; Monsanto Company; General Electric; Farmland Industries; Hitachi Systems; Young Presidents Organization; Seven-Up Company; Hallmark Cards; Maritz Communications; John Deere Company; and Ralston Purina.

From 1980 to 1987, Randy worked for KPLR-TV in St. Louis, where he started and managed its video production and satellite services division: Koplak Communications.

Randy is a graduate of the University of Missouri with a master's degree in Communications and a bachelor's degree in Broadcast Journalism.

Mike Krouse

Mike has more than 20 years experience in Business Television, telecommunications and data Networking for the enterprise marketplace...as well as broadcast television. Mike has an equally long business relationship with members of the Enliten founding team.

During his career, Mike has been responsible for the delivery of customer satisfaction, financial performance, and service delivery for numerous products lines. He's

Information Week
www.informationweek.com

Integrated Solutions
www.integrationsolutionsmag.com

Internet World
www.internetworld.com

Network Computing
www.nwfusion.com

Telecommunications
www.telecommagazine.com

WDM Solutions
www.wdm-solutionsmag.com

Wireless Week
www.wirelessweek.com

Other Publications

Call Center
www.callcentermagazine.com

CFO
www.cfo.com

Fortune
www.fortune.com

Red Herring
www.redherring.com

VAR Business
www.varbusiness.com

Tradeshows & Conferences

2002

Satellite 2002 Europe
Palais des Congres
Paris, France
December 10-12, 2002
www.satellite2002-europe.com

2003

NRF 92nd Annual Convention and Expo
(National Retail Federation)
January 12-15, 2003
Jacob Javits Convention Center,
New York,
www.nrf.com

51st Annual Retail Advertising Conference
(Retail Advertising and Marketing Association)
February 5-7, 2003
Chicago Hilton
www.nrf.com

terrestrial delivery. If so, it wouldn't be as widespread, reaching the have-nots.

- It's unlikely that there would be the proliferation of sports channels and live program feeds. Not to mention the shopping channels, financial networks and other specialized programming channels.
- The processing of some credit card transactions would be slower.
- Delivery of newspaper services, such as USA Today, and the national editions of the Wall Street Journal and New York Times would be more restricted (geographical distribution) and less timely.
- Would there even be nationwide paging services? No!
- Nationwide support of PDAs (personal device appliance) would be virtually impossible.
- High-speed Internet services would be available only in those areas with DSL (digital subscriber line) or cable penetration.
- Global Positioning Satellite (GPS) service to tell you where your vehicle or even other people are located? No.
- Satellite radio in cars would not be possible.
- Business Television (BTV) and Interactive Distance Learning (IDL) networks would be prohibitively expensive or non-existent!

So, what's the point? Satellite communication plays a key role in our everyday lives! For some services, satellite distribution is an excellent complimentary, supplementary or alternative solution to terrestrial communication. For others, it's the best or only means available. Satellite communications are easy to use, cost effective for broadcast and multicast applications and will always be an alternative to land based communication networks today and tomorrow.

Satellite Communications & Training for Higher Customer Satisfaction

Hundreds of US-based companies, organizations and associations use

mapped business processes for various corporations, headed the turnaround of a \$25M product line, and led crisis management teams in successful disaster recovery efforts.

Previously, Mike was responsible for project management, purchasing, dispatching, installations, and inventory management at ITC^Deltacom. From the early 1980's to the early 1990's, Mike managed worldwide Special Event Videoconferences for Convergent Media Systems. Mike moved to AT&T Tridom to head up the operations of its Vistacast Service offering, where he oversaw the entire video production and Business Television operation.

Mike has been responsible for the delivery of excellent customer service to clients such as Merrill Lynch, IBM, Hewlett Packard, McDonald's, The Home Depot, May Company, CBS, the World Wrestling Entertainment, Muscular Dystrophy Association, Social Security Administration, Environmental Protection Agency, Federal Aviation Administration, Air Force Institute of Technology, and nationwide viewing audiences.

Mike earned his Bachelor's Degree in Broadcast Communication from Penn State. He has been trained in Speech Communication and Total Quality Management and has won the Arthur Andersen Award for Customer Satisfaction and the Texas Instruments Vendor of the Year Award.

For more information on Enliten Team Members, please contact an Enliten representative at 770/590-1590 or enliten@enliten.net or visit the Enliten web site www.enliten.net.

Training 2003

Atlanta World Congress Center
Atlanta, GA
February 24-26, 2003
www.trainingconference.com

Satellite 2003

Washington Convention Center
Washington, DC
February 26-28, 2003
www.satellite2003.com

Global Shop

March 16-18, 2003
McCormick Place
Chicago, IL
www.globalshop.org

NAB 2003

Las Vegas, NV
April 5-10, 2003
www.nab.org/conventions/nab2003

Learning & Training Week

Washington Convention Center
Washington, D.C.
April 28-May 1, 2003
www.learningandtrainingweek.com

CMMA Conference

Washington, DC
The Hilton McLean Tysons
Corner
May 17-20, 2003
www.cmma.net

DV EXPO East: 2003

Jacob K. Javitz Center
New York, NY
July 7-11, 2003
www.dvexpo.com/east

Collaborate Conference & Expo West

Anaheim Convention Center
Anaheim, CA
October 7-8, 2003
www.collaborateexpos.com

Contentworld

October 2003
More Info TBD
www.contentworld.com

[Help Enliten Help You!](#)

Your help, your participation, your contribution...

is both welcomed and appreciated...as we strive to make the **Page of Enlitenment** a valuable tool and means of providing information for those of us in the industries of video and multimedia communications.

Please let us know your thoughts about:

- The BTV and IDL Industries
- How your company makes use of satellite-based networks...

satellite-based Business Television (BTV) and Interactive Distance Learning (IDL) networks for revenue-generation or cost reduction (savings) applications. Many organizations encourage different departments and functional groups to use the network, maximizing the return on their investments. Shoney's Inc. is one.

In 1999, Shoney's turned to satellite to solve a number of business challenges: a faster network for data transfer and credit card transactions, improved corporate communications and a better way to train team members at its 522 Shoney's and Captain D's family restaurant locations.

Previously Shoney's conducted management training at its headquarters in Nashville or regional offices. The company's managers would then train the employees in their respective restaurants.

Now, Shoney's uses a VSAT network provided by Hughes Network Systems (HNS), and the OneTouch interactive solution, which is fully integrated video and two-way voice and data applications. The OneTouch solution combines real-time video, voice, data, and live Web pages, directly to the desktop.

"The number one driver in choosing the OneTouch solution was the need for Shoney's executives to interact with all restaurants at one time," said J Miller, Manager of Broadcast Services for Shoney's. According to Miller, "Using the OneTouch solution has allowed us (Shoney's) to expand and improve our company-wide communications, which ultimately results in better customer service and satisfaction."

In addition to recurring weekly training and communications, at least once a month, Shoney's senior executives launch new incentives and field questions from area managers using the OneTouch solution.

For more information on the Shoney's satellite-based communications and distance learning network, contact us via e-mail (enliten@enliten.net), call us at 770/590-1590 or go to the News & Events section of Enliten's web site (www.enliten.net) for the complete case study and official press release describing the enhancement of its OneTouch 5 product suite: OneTouch On

The Enliten Management

Group is a team of business professionals who know and understand video and multimedia communications. With decades of experience in Broadcast and Satellite Industries, Enliten supports clients in the development and implementation of infrastructure and business communications solutions.

We have extensive experience in developing and supporting new and established satellite-based communications solutions for companies and organizations of all sizes, including many of the Fortune 500 Companies.

We invest a significant amount of time and effort to maintain contacts throughout the industry, including: the suppliers and their products; the systems integrators and services they provide; and the end-users, their needs and respective applications.

We provide you with the information, introductions and direction needed to make the right decisions for your organization. In addition, we'll likely be able to save you a significant amount of time and money, getting you to the right solution as quickly as possible.

Enliten Consulting Services

- **Industry Trends & Updates**
 - Users
 - Technologies & Systems
 - Suppliers & Providers
- **Applications Needs & Assessments**
- **Cost Models & Analysis**
- **Benchmark Studies**
 - with other users and their "winning" applications
- **System and Vendor Assessment**
- **RFP/RFQ Development & Administration**
- **Ad-hoc Videoconferencing**
- **Project Management**
- **Vendor Management**
- **Develop and Produce Programming Content**
- **Measure and Assess the Effectiveness of the Programming Content Ongoing Support, Guidance & Assessment**

For more information about Enliten's consulting services, please contact Randy Palubiak at 770/590-1590 or rp1@enliten.net

- What applications do you use?
- What technologies?
- What service providers?
- Who are the key users of the network?
- Where the industry(ies) is going:
 - Satellite delivery?
 - Training?
 - Distance learning?
 - On-demand?
 - Streaming?
 - Digital media/display?

What topics, issues and/or companies would you like to see covered in the Page of Enlitenment?

Are there others in your organization that would like to be on our distribution list?

Based on feedback to date, future issues of Page of Enlitenment will cover such topics as:

- IP multicasting...players, products and applications
- Case studies on learning/training applications
- Case studies on revenue generating applications
- Digital Display
- Blended solutions and approaches
- Benchmark studies
- Cost companies & analysis
- ROI models

The information we provide can only be as good as the feedback, support and involvement we receive from you.

Thank you!

Demand. Or contact Sarah McCaughey of One Touch Systems at 408/436-4608, via e-mail (smccaughey@onetouch.com) or go to its website (www.onetouch.com).

SATCON 2002 Is a Hit

The inaugural Satellite Application Technology Conference & Expo (SATCON) is now history. SATCON exceeded the show sponsor's expectations for attendance. Users of satellite technology, from many sectors, including retail, broadcasting, finance, banking, automotive, utilities and education attended.

SATCON provided a wide selection of presentation topics and panel discussions, featuring many of the distinguished leaders of our industry. Here's a brief listing of those from our Enterprise Community:

Burt Liebowitz, consultant, provided an excellent kick-off with a workshop on Broadband Networking over Satellite – focusing on applications for the Enterprise users, as well as Broadcasters.

Bruce Covey of Home Depot, Judy Masserang, Steve Griffes and Dave Hutka of General Motors and Bruce Ash of Dollar General Corporation provided case studies and/or their perspective of the challenges facing the Enterprise user, covering such topics as: Dealing with Change, Technology & Satellites and Satellites at Work.

Dave Hershberg, Globecomm Systems, talked about technologies, systems and services for the end user to consider.

A number of industry specialists, including: Joe Amor of MicroSpace; Patrick Brant of CyberStar; Ron Clifton of International Datacasting and Rick Sanford of Cisco Systems, addressed what it takes to deliver content via satellite.

We are optimistic that SATCON will become a premier event for the Enterprise user.

Feedback

We encourage your feedback and input in making **Page of Enlitenment** an effective means of providing you with information on industry related trends, solutions and suppliers. Please forward your suggestions or requests to us at enliten@enliten.net regarding the topics, products, services or companies that you would like us to include.



For more information on the topics presented in this communication, please visit the Enliten web site (www.enliten.net) or contact an Enliten representative at 770/590-1590.