

## Case Study

### Delivering holiday bargains through Teletext – Softel Cyclone at Sonnenklar

Based near Stuttgart in Germany, Sonnenklar.tv broadcast a 24 hour travel shopping channel across Germany, Austria and Switzerland on digital terrestrial, digital satellite and cable.

The mix of live and pre-recorded broadcast is enhanced with transmission of Teletext pages containing all current offers, along with a web site and displays in franchises at accredited travel agencies across Germany.

Every hour they present around ten offers, generating thousands of incoming phone calls a day to the Sonnenklar service centers.

Teletext provides a valuable communication and marketing tool to Sonnenklar, enabling viewers to easily review any offers, at any time via the television without having to use a computer. Their Teletext pages are proven to be a direct revenue generation source, with revenue of 2.5 million Euros in one month in 2008.

#### The challenge

Sonnenklar use a central content management system (CMS) to manage current offers, handling around 300 updates per day, integration with this tool was required to maintain accuracy and eliminate repetition of data entry.

#### The solution

Although Sonnenklar had an existing system in place to provide Teletext pages, it was proving to be inflexible and costly to run, requiring expensive modifications from the manufacturer to adapt to changing operational requirements.

Using Softel's extensive experience in Teletext, a system was designed for Sonnenklar, that integrated with the CMS and delivered the Teletext pages with minimal manual intervention.

The core of the system was a Windows server based Softel Cyclone TX unit with a self contained database to store Teletext pages, along with the Softel Flair Editor to enable manual editing and management of these pages.

The integration with the CMS allowed for a high degree of automation, with around 90% of updates performed using automatically generated pages. These can be created or updated by using Cyclone scripting to process XML data from the CMS.

#### Challenge

- Offering up-to-date Teletext pages containing current holiday offers.

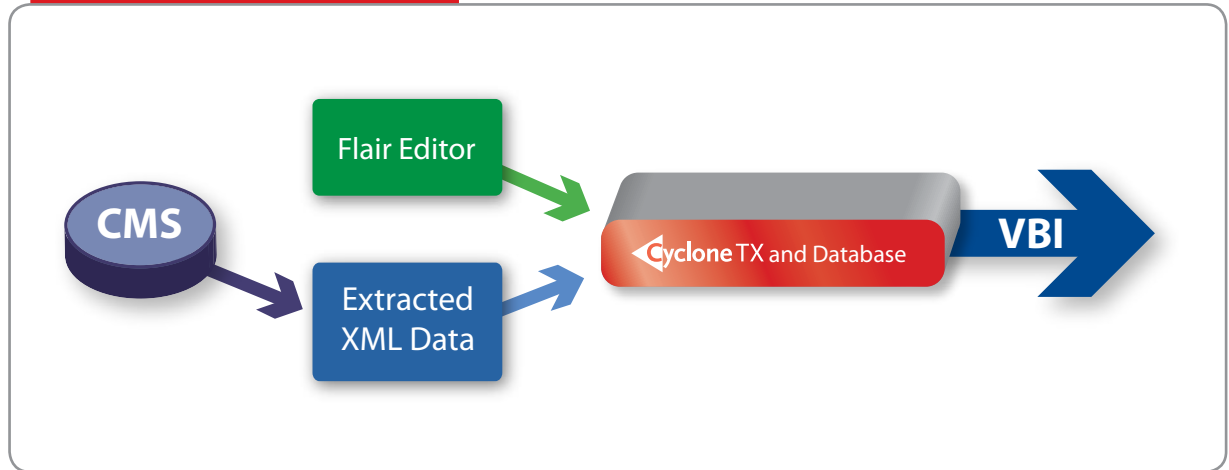
#### Solution

- Cyclone TX Teletext management and transmission system from Softel with seamless integration into Content Management System.

#### Benefits

- Direct revenue generation from Teletext pages. Automated updates, reducing management overhead and ensuring accuracy and synchronization with live broadcast. Reduced cost of ownership.

## Overview of solution



## The outcome

Sonnenklar's implementation of Cyclone, demonstrates its flexibility and scalability. The system can support very large and highly dynamic Teletext systems at national multi-channel broadcasters with multi-unit, distributed configurations, through to smaller installations for niche applications.

Moving to the Softel Cyclone Teletext solution has enabled Sonnenklar to reduce the cost of ownership of their Teletext system, while allowing much more flexibility. They are now empowered to update and modify the system themselves, while also being able to call on expertise from Softel when needed, typically at no additional cost.

The automation, enabled by integrating Cyclone with the content management system, has a real business benefit as it reduces the amount of time and money spent on manual updates. By automating the majority of updates, accuracy and speed of updates is maintained, enhancing quality of service, competitiveness and customer satisfaction.

Juergen Helscher at system integrator SHM commented, "Softel have delivered real benefits for Sonnenklar. Teletext is an important part of their service, allowing customers instant access to information through their television. The Cyclone solution enabled delivery of this service more cost effectively and efficiently. The support and advice from Softel is first class".

John Rowlands, Cyclone Product Manager at Softel added "We're very pleased that our Cyclone technology is able to deliver the best possible service for Sonnenklar and their customers. We take great pride in delivering not only great technology, but also developing a true relationship that enhances their business".

## About Softel

With three decades of broadcast experience Softel is a global leader in key TV & video technologies including interactive TV, MPEG stream processing & multiplexing, Opt cuing, Teletext and captioning/subtitling. These solutions are delivered through a combination of products, professional services and bespoke development, contact Softel to find out more or visit our website at [www.softel.co.uk](http://www.softel.co.uk).

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