

To hear more about this banana, press 1 on your remote...

June 19, 2007 - For those small- and medium-size operators looking to add digital ad insertion capability to their checklist, [AdGorilla] has a solution.

In March, [AdGorilla] added [AdGorillaq] as its newest division, offering an ad insertion solution that requires minimal initial capital and headend space. The RevGen, now deployed in more than 100 systems, starts as low as \$6,000 and takes up less than 12 inches of rack space.

The most commonly purchased system, the RevGen 12, inserts on up to 12 channels and starts at \$12,000. Other than the initial cost, the first year is fee-free, but after that a \$2,400-a-year service agreement is offered.

If the pre-wiring is handled by the operator, and the system is sent directly to them, it could be up and running within about three days, with no test time required. If the operator preferred to have [AdGorilla] install the system, it would be a little less than two weeks before launch.

The system also attracts larger cable operators because of its expandable, modular solution that allows hardware and software to be added to or upgraded when requested, as opposed to having to replace the entire system.

And the company's digital ad insertion suite is slated for Q4, in preparation for the digital conversion. "Operators moving to digital are looking at this system as a bridge," says Dan Ryan, [AdGorilla] CEO.

Currently, the RevGen is utilized by Charter Communication's Chatham, N.Y., system and four of Buford Media Group's systems.

-Traci Patterson, Web/News Editor - CED, Editor - xOD Capsule