

Nike Trains Sales Representatives Across Country By Using DigitalXpress Services

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DigitalXpress, a satellite communications services provider, announced that United Artists Theatre Circuit Inc.'s Satellite Theatre Network (STN) conducted a three-day training event for Nike over the DigitalXpress business satellite network.

DigitalXpress specializes in high-quality, low-cost satellite-to-desktop digital video, audio and data information distribution systems for the business community. Using DigitalXpress services, Nike was able to train more than 1,500 sales representatives in four states and Canada.

Training is a typical application for DigitalXpress customers, including Nike and STN. STN has become a top meeting venue for many Fortune 500 companies, and United Artists has outfitted 30 primary sites with roof-mounted 1.2-meter antennas and receivers.

For the training at Nike, programming was broadcast in a digital format from the DigitalXpress operations center in St. Paul, Minn., to a commercial satellite transponder. The programming then was downlinked to the various Nike sites.

"The DigitalXpress solution is great," said Tim Rust, United Artists director of technical services. "It's easy to use, reliable and extremely cost-effective. We pay an hourly rate for the satellite time we use and that's it."

DigitalXpress offers three distinct services: XpressVideo, which broadcasts corporate television, training and other video content from one location to any number of customer-designated receive sites; XpressData, which provides fast, easy transmission of large data files; and XpressAudio, which delivers CD-quality audio.

DigitalXpress was co-founded by Boeing Commercial Space Co., Conus Communications and Computing Devices International.

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