

## Data Sheet

### Creating end-to-end MHEG interactive television solutions with MediaSphere and Pixsan

# MediaSphere

## Delivering value with interactive TV

With a broad range of global media sources across a plethora of platforms, broadcasters and content providers fiercely compete for attention. Now television is no longer just for viewing, true interactivity turns the passive digital TV viewer into an active TV user.

In the UK MHEG-5 is the chosen standard for interactive television on DTT/DVB services, partly due to its low demands on set top box resources, this standard is now also emerging in other territories.

In the increasingly competitive digital age of television, broadcasters have to develop greater brand loyalty to attract repeat viewing, ultimately realizing higher revenues and margins from advertising and other applications, such as gaming. Interactive television or iTV enables them to do this.

## Interactivity delivery expertise from Pixsan

Pixsan Digital are an established leader in the development and delivery of embedded client receiver technology for the digital television market. The Pixsan team of experts have worked on many major DTV projects with particular expertise in MHEG5 systems for Digital Terrestrial, Digital Satellite and Digital Cable Set Top Box (STB) and Integrated Digital Television (iDTV) systems.

Like Softel's engineers, key Pixsan staff have been working on MHEG-5 deployments from its earliest days. Pixsan's DSMCC and MHEG client technology and Softel's MediaSphere playout platform are an ideal turnkey solution for developing, integrating and delivering competitive interactive solutions for one way DVB broadcast systems.

## Softel – Turning vision into reality

MediaSphere from Softel is the solution of choice for many leading broadcasters, including ITV, when it comes to reliable delivery of interactive content to set top boxes.

Backed by three decades of broadcast experience MediaSphere is a flexible iTV platform, enabling playout of applications, interactive adverts and other content delivery, such as control events and set top box updates.

MediaSphere plays a central role in helping broadcasters meet the challenges of developing brands and enhancing value to advertisers and sponsors, by offering a reliable platform to innovate and playout high volumes of interactive content.

## Key features

- Turnkey solutions with tightly integrated applications, middleware and playout platform
- Expert consultancy and support for seamless project deployment
- Fully exploit MediaSphere's flexible, scalable interactive television platform
- Integrated lab system for rapid, reduced cost prototyping & application verification

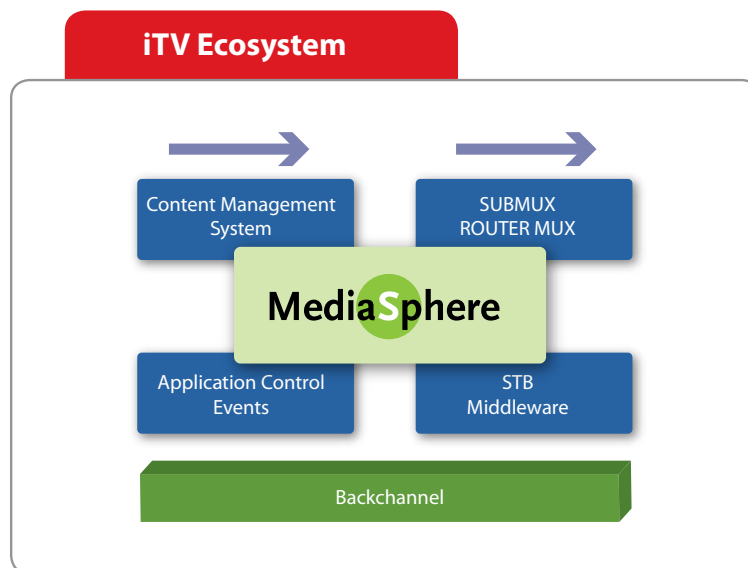


## Enhancing application test and deployment

The core MediaSphere carousel playout solution is also available as a low cost application test platform, known as MediaSphere Lab.

The configuration allows a closed loop system comprising of carousel, live applications and set top boxes, so that testing accurately reflects the real world end user experience, without having to pilot live on air. This reduces development costs and shortens time to market, enhancing competitive edge.

Pixsan's extensive experience in receiver technology, combined with Softel's project management experience and playout technology, results in streamlined 'turnkey' solutions. Softel's iTV consultancy and project delivery also includes identifying and sourcing application development skills and training.



## Flexible, reliable

MediaSphere supports the full range of iTV standards and protocols, including MHEG-5, OpenTV™, MHP, tru2way™, ACAP and ETV, future proofing your investment with the capability for multiple format support in a single unit.

MediaSphere TX can operate as a standalone playout solution, for example using manual control in smaller deployments. A flexible SDK provides extensible integration to any workflow, enabling closely timed third party automated triggers for sophisticated event management.

By taking advantage of the flexibility of MediaSphere, the low cost MediaSphere Lab and Pixsan's expertise in developing the set top box and application software, projects can come to air more quickly and cost effectively.

## Softel integrated broadcast solutions

MediaSphere is part of a family of broadcast products from Softel that include the Swift end-to-end subtitling/captioning solution, from subtitle creation through to time-of-air insertion and monitoring. Contact Softel to find out more or visit our website at [www.softelgroup.com](http://www.softelgroup.com).

Due to continuous enhancement and development by Softel, product features, designs and specifications are subject to change without notice. Please contact Softel to confirm details of any required functionality or specification. © Copyright Softel Group 2009

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