

iTV Application Testing

MediaSphere Desktop

An efficient application test tool

MediaSphere Desktop allows you to rapidly prototype and test iTV applications. With dedicated hardware and software built-in, MediaSphere Desktop is a standard PC that simulates sophisticated headends, thus eliminating the need to configure and administer complex systems.

In other words, a PC with all of the hardware and headend simulation software you need, with none of the hassles. MediaSphere Desktop connects directly and easily to any compatible set-top box, which in turn hooks up to your favourite TV. Combined with the MediaSphere SDK, MediaSphere Desktop allows you to control the system as you wish, and test apps as complex as you like!

MediaSphere Desktop is affordably priced so that you can create compelling content for interactive TV which you and your clients can be sure will perform in the real world.

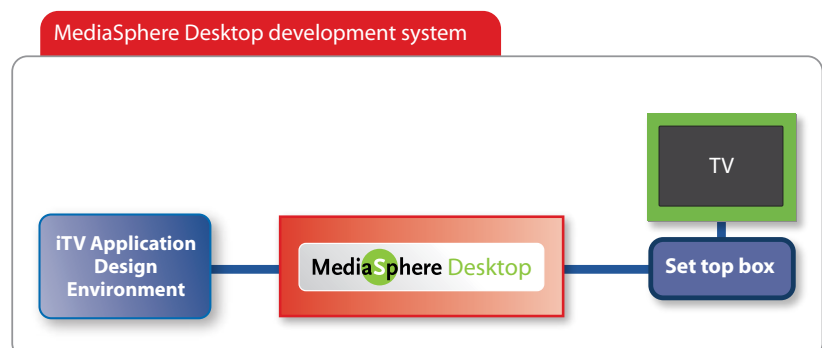
Key features

- Easy application testing... requires only a computer, set-top box and monitor
- Perfect for iTV application developers to prototype and test their applications without integration into a headend
- Uses the same proven carousel technology as Softel's flagship MediaSphere TX system, and supports a variety of middleware (EBIF, Tru2way, MHEG, MHP, OpenTV™)

A long and successful heritage in iTV

Softel MediaSphere is an integrated suite of complementary solutions that enables the delivery of innovative, rich 360° viewer experiences, encompassing the complete interactive application lifecycle.

- **Develop and Test:** MediaSphere Desktop and MediaSphere Lab
- **Playout:** MediaSphere TX
- **Manage:** MediaSphere Monitor, MediaSphere Manager and MediaSphere Archiver



Although MediaSphere Desktop is supplied in a turnkey PC chassis, it leverages the exact same carousel technology that is found in Softel's flagship MediaSphere TX system. MediaSphere TX is used by operators and programmers worldwide to play out interactivity on cable, digital terrestrial, IPTV and satellite, so you can be sure that if your app works well in the MediaSphere Desktop environment, it will deploy to the home without a glitch.

MediaSphere Product Matrix

	MediaSphere Desktop	MediaSphere Lab	MediaSphere TX
Target Users/Licensing			
Application Developers	●		
Headend Labs/Prototyping		●	
MSOs/Operators/Broadcasters/Networks			●
Hardware			
Desktop PC Chassis	●		
Fault-tolerant rackmount hardware	–	●	●
Portable Dolch chassis	●	●	
n+1 capable	–	●	●
Direct QAM or QPSK output	●	●	
In-built modulation & upconversion	●	●	
Supplied with test video clip & application	●	●	●
Basic software multiplexer	●	●	●
Options			
Licensed for full commercial playout	–	–	●
Single variant (e.g. OCAP, OpenTV, etc.)	●	●	●
Additional variants available	●	●	●
Multiple variants simultaneously	–	●	●
Basic signaling system	●	●	
Headend simulation signaling system	●	●	
DSG capable	–	●	●
Multiple headend support available	–	●	●
Unlimited bound services	–	●	●
Unlimited unbound services	–	●	●
Automation Control Systems			
Full MediaSphere SDK support	●	●	●
Links to:			
Broadcast Automation Systems			
Broadcast Trafficking Systems	–	●	●
Content & Asset Control Systems			
Professional Services			
Six months Tier II (comprehensive) Care	●	●	●
Professional headend integration	●	●	●
Professional system training	●	●	●

Key
 ● Standard Item ● Optional Item

MediaSphere Customers

- BT
- Canoe
- Channel 4
- Charter
- Comcast
- Discovery
- DMX
- Ensequence
- Five
- Heat
- ITV
- Jazz FM
- Motorola
- MTV3
- NHS Direct
- Nickelodeon
- Playboy TV
- Shaw
- Showtime
- Smash Hits Radio
- Starz
- Teletext
- The hits
- Time Warner
- Top up TV
- Turner
- TV Works
- UK TV Food
- UK TV Gold
- UK TV Style

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 and monitoring. Contact Softel to find out more or visit our website at www.softelgroup.com.

Maintenance, support and services

Support is always a key component when creating an integrated solution, that's why in addition to providing full consultation when delivering a solution, Softel also offers in-houe expert support. A tiered range of support options, known as Softel Care, are available, spanning from simple software updates to full 24x7x365 telephone and on-site support. To discuss your support requirements in more details, please contact your Softel account manager.

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 2010



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