

# RICH MEDIA FOR BROADCAST

The Rich Media for Broadcast software suite enables telecom operators, MVNOs, broadcasters, and manufacturers to deliver mobile TV over broadcast networks to mobile devices.

Rich Media for Broadcast uses proven rich media technology for an intuitive and compelling user experience.

Rich Media for Broadcast is fully compatible with Streamezzo's Rich Media Software Suite, and adds a range of broadcast features. It uses Streamezzo's Rich Media Client for Broadcast to display broadcast content – live TV, ESG/EPG – on the mobile device, and it uses Streamezzo's Rich Media Server for Broadcast to publish rich media over the broadcast network.

## Key benefits

### **An intuitive, dynamic, common user interface for an enhanced user experience and reduced hardware costs.**

Streamezzo Rich Media Client includes a built-in ESG/EPG Presenter, interfaced with the handset's standard ESG/EPG parser, which can display all the components of a mobile TV service via a single user interface.

The rich media user interface is shipped with the device, and all multimedia and dynamic data are delivered over the broadcast network; the live TV channels, ESG, EPG and mobile TV service are accessed via a common user interface.

### **Boost ROI by upgrading your basic mobile TV service to a combined broadcast/unicast service.**

Rich Media for Broadcast makes it easy to upgrade to a combined broadcast/unicast mobile TV service.

It uses a rendering engine to display live TV and ESG/EPG data on the handset; it enables users to receive timely information (e.g. breaking news), and to interact with the device (e.g. vote), while watching mobile TV; it bridges the gap between the broadcast network and the cellular/fixed network by blending all services on a single mobile device.

### **Boost customer loyalty by using the mobile device as a remote control.**

Because mobile TV can be so much more than just TV for mobile devices, Rich Media for Broadcast allows you to add all kinds of functionality to your service offer.

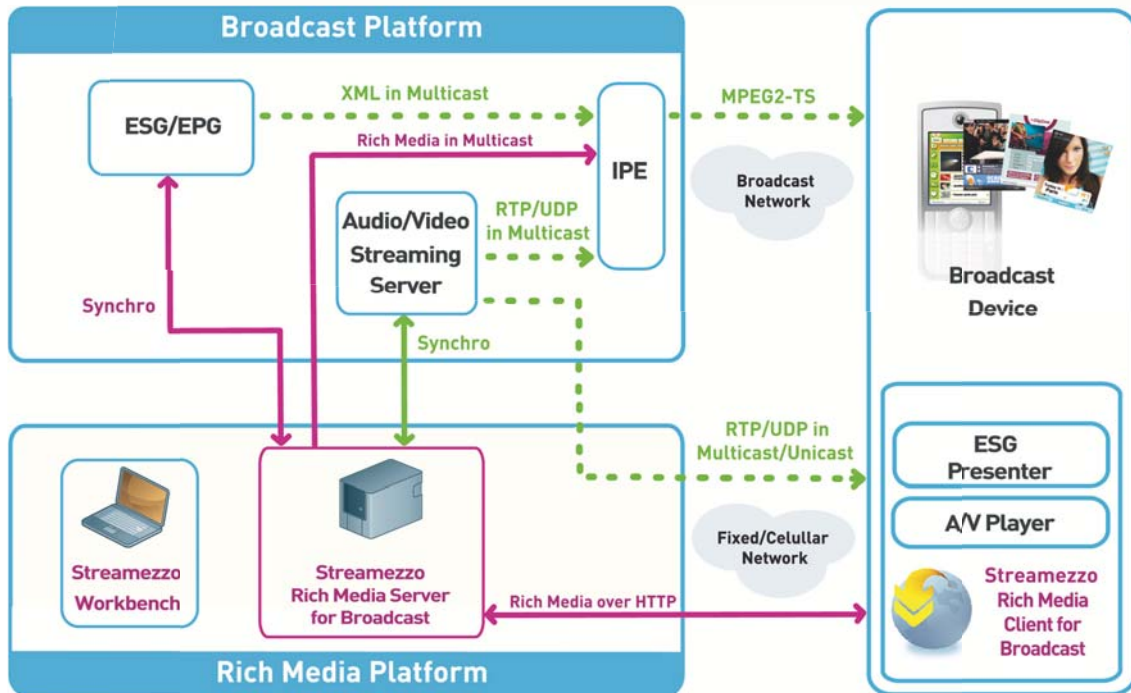
Users can browse the EPG while watching TV, receive breaking news updates, multimedia messages or advertisements, vote, answer quiz questions, place bets by SMS, buy and download media, access rich media services like music and Video On Demand (VOD), browse online catalogs and news portals, and even program a Personal Video Recorder (PVR).

Rich media services like these may be pushed – as an information service or interactive popup – or pulled as part of a comprehensive service offer for 2.5G and 3G customers. Either way, users can look forward to a customized mobile TV service, and broadcast networks can look forward to the kind of business models that cellular networks already enjoy.

### **Integration with existing broadcast standards.**

Rich Media for Broadcast is a complete software suite that integrates all existing standards: content may be transported using the FLUTE protocol and referenced using CBMS / BCAST; the user interface can render raw CBMS / BCAST metadata. Rich Media for Broadcast is available on DVB-H, DMB and Mediaflo networks.

## Architecture



Streamezzo's Rich Media Software Suite for Broadcast

## Key features

### Rich Media Client for Broadcast

- Query and display elements from the ESG/EPG Presenter Engine
- Query and display rich media contents from ESG/EPG elements
- Display a full mobile TV service via a unique user interface combining data from multiple sources: audio/video Player from MPEG2-TS, metadata from ESP/EPG Presenter, and rich media GUI
- Use a cellular/fixed network to browse and interact with rich media services on the return channel of the mobile TV service
- Interface with any CAS Engine
- Available on: Windows Mobile SmartPhone & Pocket PC 2005, Java MIDP 2.0, Linux, Port from C/C++ possible on other real-time operating systems

### Rich Media Server for Broadcast

- Deliver rich media scenes in multicast over a broadcast network
- Interface with Server to dynamically compute and retrieve rich media scenes
- Manage rich media content versions automatically
- Schedule the transmission of rich media content
- Interface to reference rich media content into the ESG/EPG elements
- Interface to synchronize with audio/video streams