



Turnkey Master Software for iDTVs



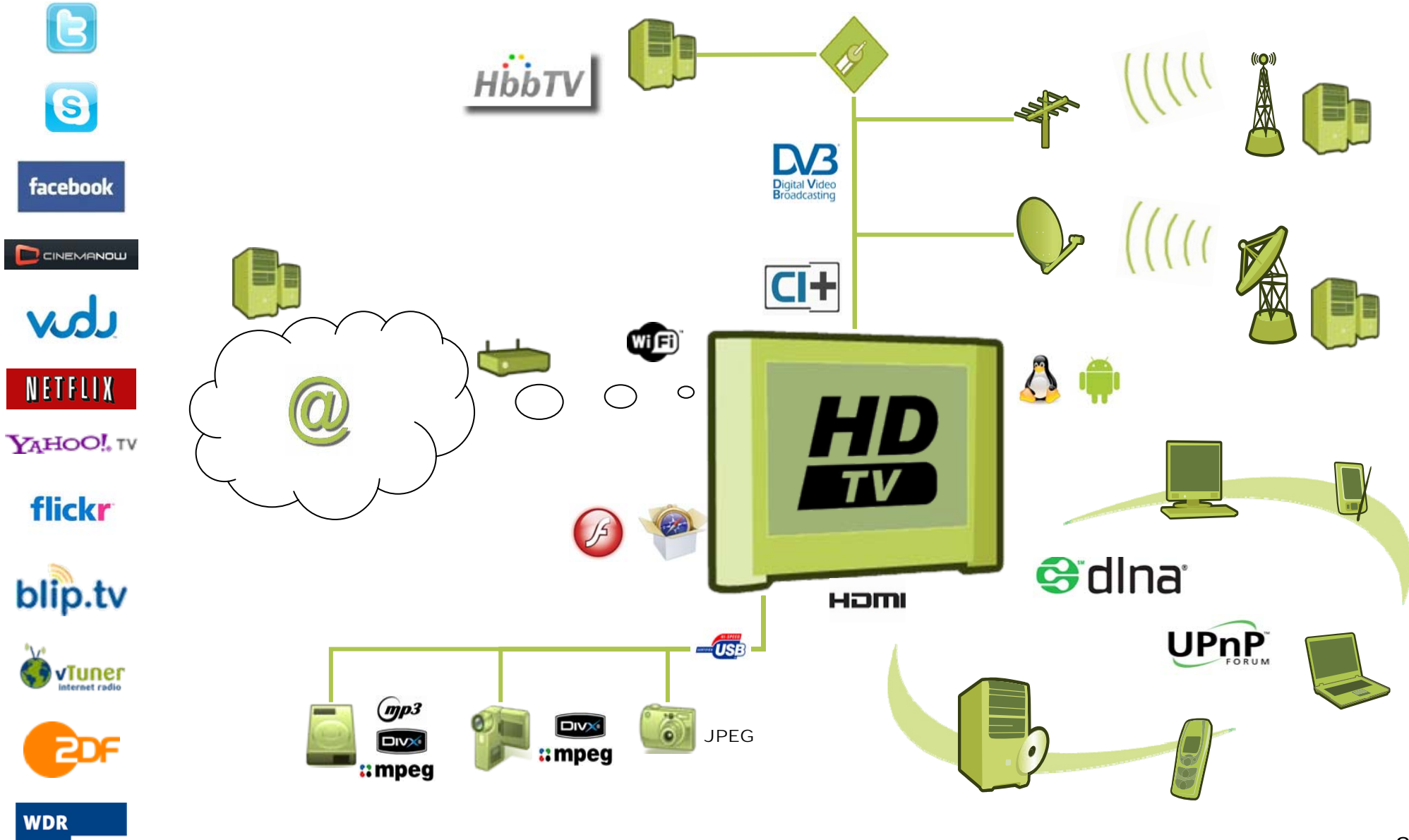
Line of Product Description

V1.0
June 2011

Turnkey Master SW for iDTVs

- **A range of turnkey master software for connected integrated Digital TVs (iDTVs)**
- **Providing a global software solution for a variety of hybrid (analogue and digital), Standard and High Definition (SD/HD) iDTV configurations**
- **From the simple zapper and the digital media player (over USB and/or the home network)**
- **Through to the Web on TV client, the Personal Video Recorder, and the digital media server**

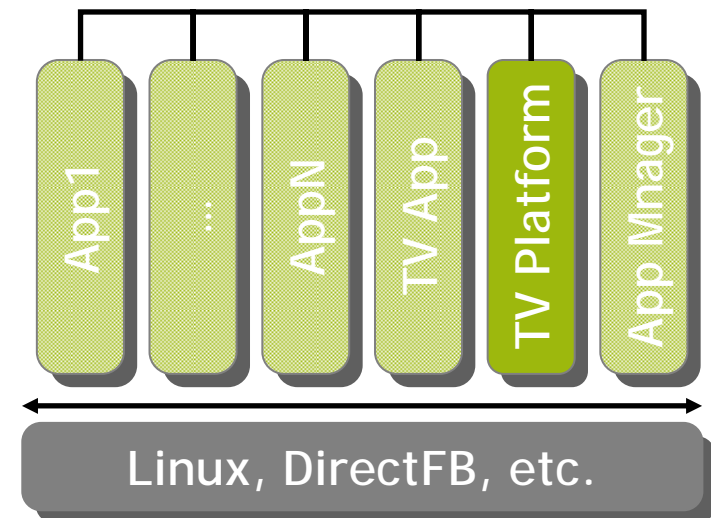
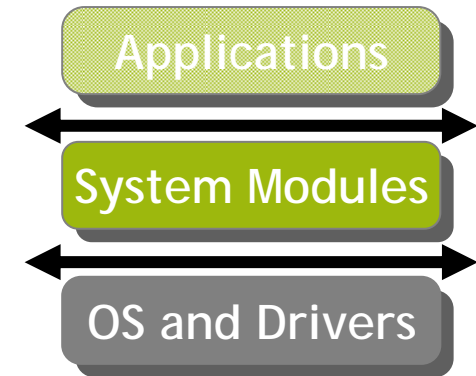
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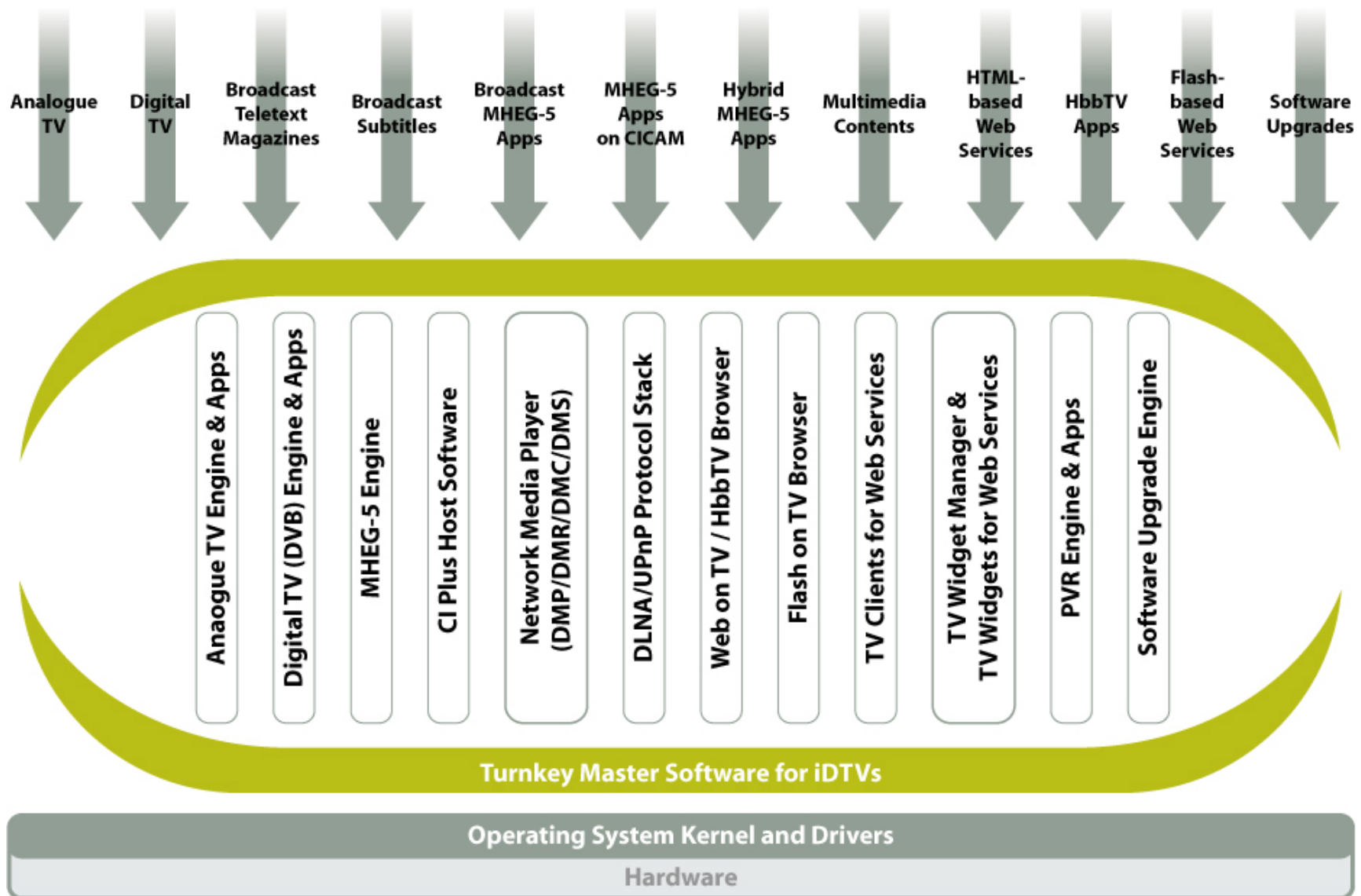
Turnkey Master SW for iDTVs

A Distributed Software Architecture

- Both the size and the complexity of SW for TV have dramatically increased over the last ten years
- This imposes a shift in the approach with respect to architecture
- The layered approach, well adapted to resources-constrained devices (e.g., low end STB) as it allows for optimization, has proven to be not scalable enough with respect to integration (integration big bang)
- The distributed approach where the overall system is organized in independent processes that work “in silo” and share a common SW infrastructure allows for incremental integration and is thus key for Time-to-Market



Turnkey Master SW for iDTVs Architecture Overview



■ **Baseline**

- **Digital TV (DVB)**
- **Analogue TV**
- **Audio control**
- **SD and HD video control**
- **Audio/Video switch**
- **PiP/PaP/PaT**
- **CEC**
- **Teletext**
- **Subtitles**
- **Software upgrade (incl. DSM-CC)**
- **MHEG HD**
- **USB media viewer**
- **DVB-CIv1 and CI Plus V1.3**
- **ESG, flat EPG, grid EPG**

■ **Options**

- **DLNA-based Digital Media Player (DMP), Renderer (DMR), Controller (DMC), Server**
- **Web on TV browser, HbbTV browser, Flash on TV browser, TV SDKs, TV clients, TV widget manager, TV widgets**
- **MHEG-5 Interaction Channel**
- **Personal Video Recorder (PVR)**

- **Delivering a training and getting started session to Customer team**
- **Handling (partially or completely) the porting, integration, and customisation of turnkey software solution on Customer platform in the course of a fixed price program to be quoted**
- **Providing technical support to Customer during its integration project on a time and material basis**
- **Handling at iWedia's labs the validation of Customer device, in the course of a fixed price program to be quoted**
- **Providing technical support to Customer during its validation process on a time and material basis**

- **Reducing risks by leveraging state of the art turnkey software solutions for TVs**
- **Accelerating time-to-market by integrating off-the-shelf turnkey software solutions for TVs with efficient porting, integration, and validation tools and processes**
- **Preparing for the future by relying on the offering of a software publisher committed to ensuring its solutions remain at the state of the art**
- **Minimising the learning curve by sharing iWedia expertise in the field of software for connected TVs**
- **Managing the integration project thanks to access to “à la carte” iWedia professional services**



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**The World's Leading Provider
of Software Solutions for TV**