



Press Release

A Software Solution from iWedia at the Heart of the Android TV Set-Top Box Recently Announced by Bouygues Telecom

Lausanne, Switzerland – September 11, 2014 – iWedia, a leading provider of software solutions for TV devices, today announced that the Android TV STB (codenamed “Miami”) recently announced by French telco Bouygues Telecom is operated by iWedia’s Teatro-3.5 software solution.

iWedia’s Teatro-3.5 software solution for Android TV STB uses iWedia’s ANDROID4TV framework and APIs to seamlessly extend Android and integrate all the multicast, unicast and broadcast components necessary to give support to managed IPTV, OTT TV and broadcast TV services. It also allows for device remote management thanks to its compliance with the TR-069 protocol and the TR-135 data model for STB.

In the Bouygues Telecom use case, Teatro-3.5 is integrated with the “Fast, Fun, and Friendly” User Interface provided by French startup iFeelSmart, with Verimatrix VCAS for IPTV and for Internet TV, and with Bouygues Telecom service and delivery platforms. The STB is based on Marvell’s ARMADA 1500 Pro (88DE3114, BG2Q) system-on-chip and is provided by Taiwan-based leading STB manufacturer Arcadyan Technology Corporation.

The Miami box gives access to live TV (over IPTV, OTT, and over DVB-T), to on demand and catch-up services, to recording and time shifting features, as well as to Google services including the Google Play app store.

In addition to provide its software solution, iWedia was also appointed by Bouygues Telecom as global integrator of the STB software.

“We are delighted that Bouygues Telecom has chosen our software solution and selected our integration services for its Android TV box,” said Nikola Teslić, CTO of iWedia. “With this deployment, Bouygues Telecom will create the difference in offering HD premium live TV content together with the Android’s official app store,” he added.

“Our challenge was to offer all the advantages of Android in a genuinely TV-centric device,” said Pierre Schaller, SVP Innovation and Strategic Alignment at Bouygues Telecom. “iWedia was instrumental in this achievement because their TV extension to Android happened to be exactly designed for that and because they were in a position to take the lead for the integration of the software of such a device,” he added.

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About iWedia

iWedia, a Swiss based company, is a leader in provision of integrated software solutions for television devices. iWedia provides a world class portfolio of intellectual property (IP) for broadcast, IPTV, and over-the-top television and also software integration services to combine this IP into high volume CE products. iWedia is headquartered in Switzerland with development labs in Belgrade and Novi Sad, Serbia, and sales and support offices in China, France, Germany, Israel, Japan, and Korea.

Please visit www.iwedia.com for more information.

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