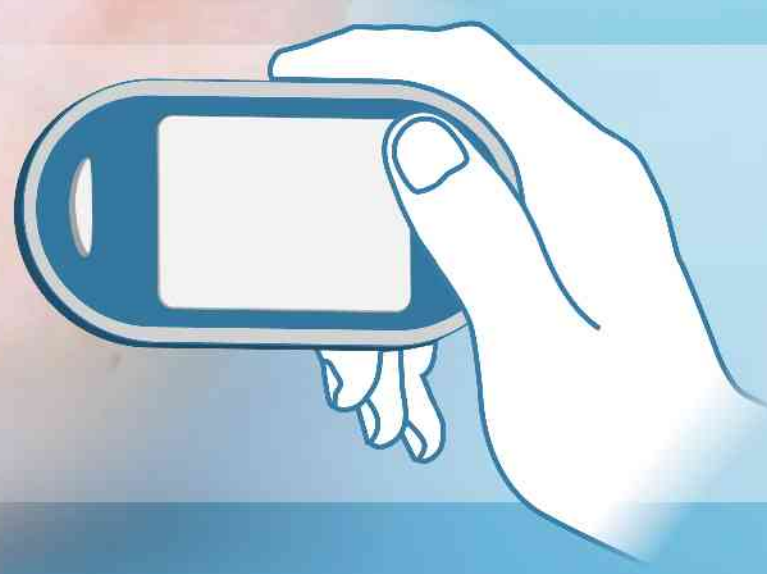


Interactivity / Data Services



Interactivity / Data Services

BUSINESS NEEDS

Data services are well known and used in today's world. Already existing data services such as electronic program or service guides make the daily use of TV easy and comfortable.

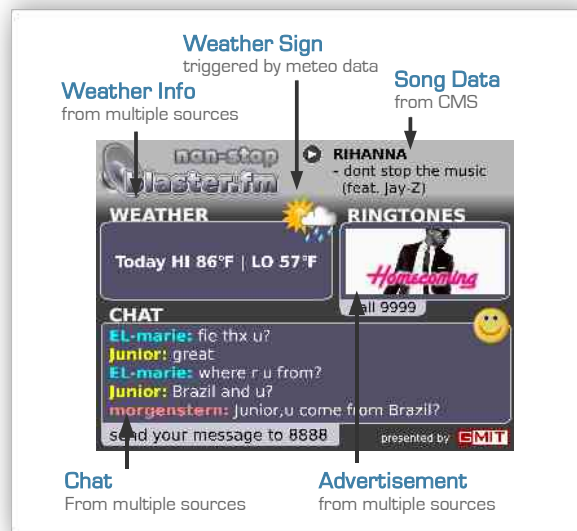
In addition to these, the upcoming interactive data services provide groundbreaking new features to attract viewers with games, entertainment and video enriching informations.

As being part of broadcast platforms, data services have to be robust, bandwidth saving and easy to use. Together with appealing visuals and state-of-the-art services this takes broadcast channels to the next level.

KEY FEATURES

The GMIT Interactivity/Data Services portfolio provides all the components you need: The GMIT Service Guide Transport broadcasts OMA BCAST or DVB IPDC (CBMS) compliant service guides, which may also contain first interactive enhancements, like easy voting or web links.

The GMIT Interactive Multipath Server provides the rendered images to tease the interactive enhancements for OMA BCAST but is also supporting interactive clients according JSR272 and OMA BCAST RME. This gives you the highest safety in investing in the right solution at the right time.



All GMIT Interactivity and Data Services provide the following key functionalities:

- Complete software solutions using standard IT components and IP-based signal distribution
- Seamless failover functionality without additional external management system
- High service availability and ready to run 24x7, proved in several commercial deployments

- Easy configuration and monitoring using built-in web-based user interface or external SNMP monitoring & configuration system
- Easy installation by using the additional automatic installation system or easy manual installation by just executing two single Linux commands

BUSINESS BENEFITS

- Highest flexibility for upcoming and present interactive standards (JSR272, OMA BCAST, 3GPP DIMS)
- Low bandwidth usage
- Displaying your interactive services on any regular device available on the market
- Re-use existing CMS for creating your interactive services
- Highest reliability based on seamless failover functionality

Benefit from the large amount of interactivity standards supported by GMIT Interactive Multipath Server! This will not only safeguard your invests in CMS adaptation and service creation, but will also empower you to deliver interactive solutions for different standards even at the same time.

Using its headend rendering functionality, the Interactive Multipath Server (IMPS) makes it even possible to use the IMPS for stationary TV based on any transmission technology (e.g. DVB S/T/C, IPTV). One impressive area of application is the GMIT Interactive Radio solution. Transmit visualized additional or interactive informations synchronized with your radio service at lowest bandwidth and display it on any regular device.

Using the built-in scripting interface for creating customized aggregators, enables you to re-use already existing data sources. This allows the automated creation of interactive services without additional editorial office. Applied in the Interactive Radio solution, this feature offers to get song titles, artist informations or album covers from any existing CMS.

All GMIT services are built for 24x7 operation. Combined with its seamless failover technology, all services are fail-proof and self-healing.

PRODUCTS AVAILABLE

On air since 2005, GMIT's solution portfolio for interactive mobile TV and data services is proven and field-tested in various DVB-H trials and commercial deployments. The main result of this long-term hands-on experience is our expert know-how of integrating interactive solutions within platforms and services.



Interactive Multipath Server

The Interactive Multipath Server (IMPS) enables broadcasters to enrich broadcast A/V content with additional information or interactivity features. The solution allows to navigate within the content already present at the client (local interactivity) and even more to create return channel based user-driven interactivity – both highly synchronized with the audio/video content.

The Interactive Multipath Server complies with all the major interactivity and rich media standards in one system: JSR 272, OMA BCAST, 3GPP DIMS.

In order to support devices which are not able to render interactive services at all, the IMP Server is able to render the content of all standards in the video on headend side (headend rendering). This makes it even possible to use the IMPS for stationary TV based on any transmission technology like DVB-S/C/T or IPTV. For the acquisition of live data, the solution is equipped with a wide range of predefined aggregators, completed by an aggregator scripting framework.

Interactive Radio Solution

Based on GMIT Interactive Multipath Server (IMPS) and its headend rendering functionality, GMIT provides a complete out-of-the-box Interactive Radio solution, adaptable to all common transmission networks.

Tested with several handsets and set-top-boxes, the Interactive Radio services are run capable on any regular receiver terminal, no additional client software is required.

Allocating a minimal amount of additional bandwidth and due to its easy connection to existing data sources, Interactive Radio is a cost-efficient and highly flexible solution.

Service Guide Transport

The transmission of interactivity data requires a suitable solution for service announcement and delivery of access informations. For this reason, both common DVB-H standards DVB-IPDC and OMA BCAST defined a self-contained "Electronic Service Guide" (ESG) mechanism.

The GMIT Service Guide Transport allows the transmission of ESG data compatible to both standards. It takes care of ESG data encapsulation and update management, delivering ESG data using arbitrary amount of FLUTE sessions.

Due to its instant ESG updating feature, importing, processing and delivery of ESG data is done within seconds. No additional pre-load time is needed. This allows platform providers to react on last-minute changes, providing the flexibility required for complex interactive scenarios.

GMIT interactivity and data services can perfectly be combined with other GMIT products like the video headend solution or the headend monitoring.



Contact

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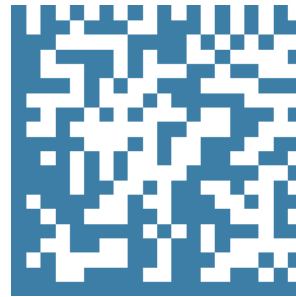
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GET MORE INFORMATION

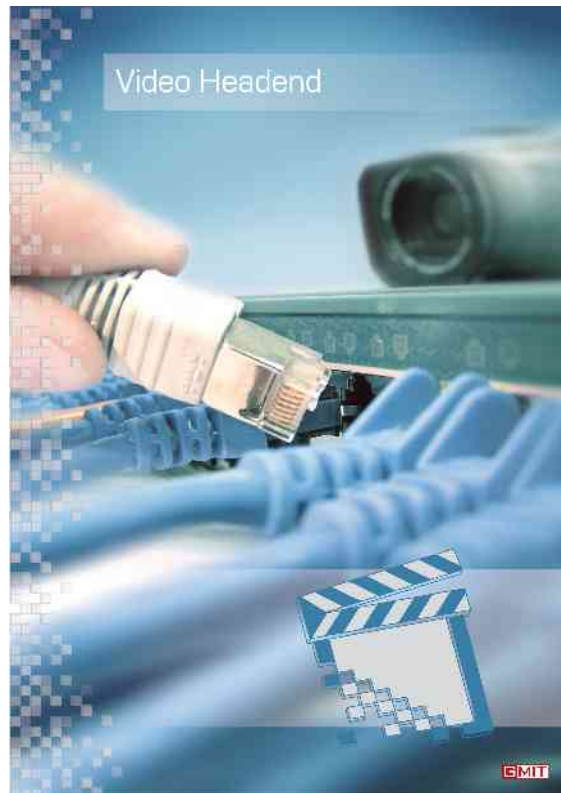


MORE GMIT PRODUCTS

Broadcast Multiscreen Monitor



Video Headend



GMIT is a component supplier providing headend technology and interactivity for digital and mobile broadcast. Our software products for stationary and mobile TV are optimized to satisfy the essential needs for reliability, economy and flexibility.