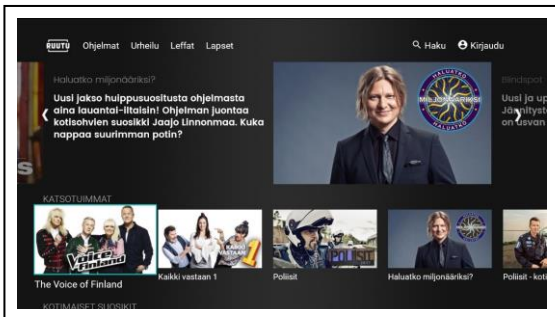


SOFIA TV APPS



APPLICATION SUITE CONTAINS FOR EXAMPLE

- Launcher / portal
- Enhanced EPG
- News and Weather services
- VOD and Catch-up TV catalogue
- Video player
- Interactive ads
- Voting
- Web radio
- Web cameras
- Finance application
- Social media integration
- Sports application

REFERENCES

- Customers in Europe, US and Asia
- Hundreds of applications in production use
- List of Sofia TV Apps case examples available

SOLUTION

We offer the easiest way to make sure your brand is present in smart TVs. A tailored application makes your content and services just a button away. We can create and deliver your applications to all the main smart TV application stores and DVB or IPTV networks.

Our approach is to use well-known technologies such as HTML5 and JavaScript, and HbbTV for DVB-based services. This reduces device dependency and enables cost efficient development and maintenance for the customer.

We support all smart TV application stores such as Samsung, LG, Sony, Philips and Panasonic. We can also handle the acceptance process for each store as part of our service.

Alternatively, apps can be delivered as a “red button” service using the HbbTV standard to run on all compatible smart TVs. In addition to TV platforms we support app delivery to Android, Apple and Windows devices. We can also support various IPTV devices with our HTML-based apps.

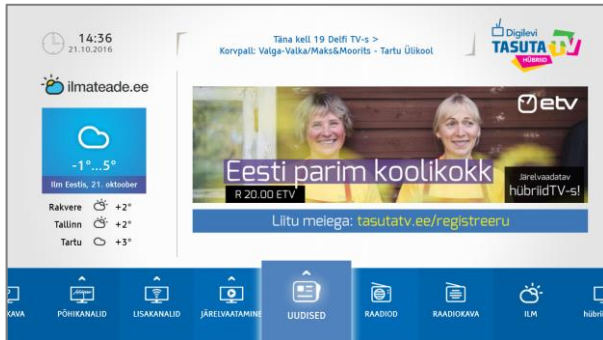
We have ready-made applications for controlling the user experience for HbbTV viewers, including the red-button Launcher and enhanced EPG. Other applications included in the **Application Suite** are for example Video on Demand, Weather and News applications and Sports statistic apps.

Based on our customer cases we have also developed a superior collection of application templates and libraries that are available and can be easily customized for your particular need.

You can also take into use our Author tool and start creating your own apps without any coding needed. **Sofia Backstage® Author** makes applications page development and applications management easy. It is possible to author applications without any specific DVB, TV, HbbTV or coding skills.

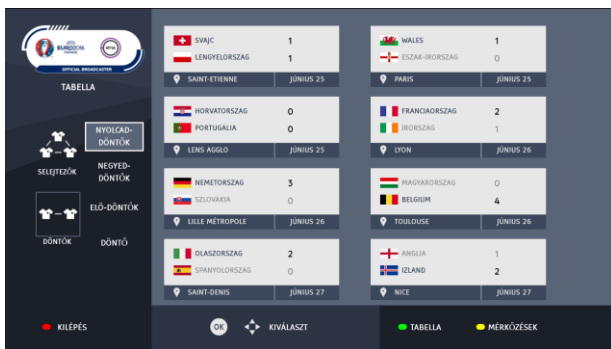


For operators, device manufacturers and other professional use we also offer ready-made portal application framework which can be tailored for your network and device such as a set-top box. We also offer a Benchmark application and Feature & capability test applications with integrated server system.



SUPPORTED TECHNOLOGIES

Application technologies	<ul style="list-style-type: none"> - HTML(5) - CSS - JavaScript - HTTP/HTTPS
TV platforms	<ul style="list-style-type: none"> - HTML5 - Tizen - Android TV
Application stores	<ul style="list-style-type: none"> - Samsung - LG - Philips (TPVision) - Panasonic - Android TV - Opera TV
Video competences	<ul style="list-style-type: none"> - MP4 - H.264 - MPEG-DASH - Dolby codecs
DRM systems	<ul style="list-style-type: none"> - PlayReady - Marlin - Widevine



Sofia Digital is a member of HbbTV Association, and one of the official registered test centres for HbbTV and NorDig testing.

