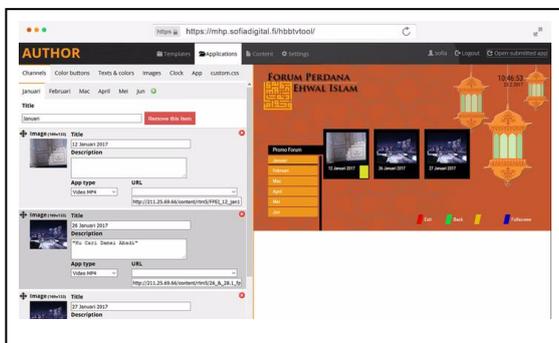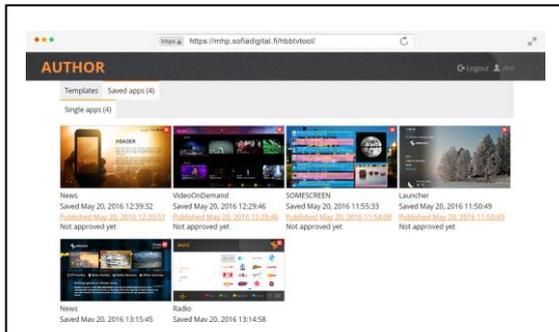**TV APPS**

SOFIA BACKSTAGE®
AUTHOR

FEATURES

- Available in cloud as SaaS or local installation
- Sophisticated workflow supporting application authoring, previewing and publishing
- Allows creation of simple HbbTV applications based on pages and pages groups
- Applications pages may contain common media elements: Text, Images and Video Content
- Template library contains application templates for Red-button launcher, Main Menu and Menu Page listings, News, Advertisements, Video Catalogue, Image gallery etc.
- Possibility to edit and manage existing template based pages and applications
- No coding skills needed
- Optional MPEG-DASH transcoding and support for Dolby Digital Plus audio encoding
- Support for insertion of custom CSS-code allowing even more design flexibility

SOLUTION

Interactive television currently lacks simple tools to author and manage applications. Programming and HTML skills are needed, which set the new service development barrier high. Thanks to rapidly grown HbbTV and smart TV markets and Sofia Digital's long history in field of interactive television, web browser based simple application authoring is now possible.

Sofia Backstage® Author is available in cloud as SaaS. It is also possible to have on-premises installation of the tool together with other Sofia Backstage® HbbTV Platform Products for enabling a local fully integrated end-to-end HbbTV deployment.

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. New service authoring is as easy as 1-2-3:

1. **Select suitable application template**
2. **Enter content UI with real-time preview**
3. **Save and Publish application**

Sofia Backstage® Author contains sophisticated workflow support. Content creators may author and test services first in laboratory environment. After application is ready it is released to Publisher, who finally approves and publishes the application to operative HbbTV environment.

Authoring Tool supports video-on demand content with templates including video player and system is able to transcode HbbTV compatible MPEG-DASH videos from original MP4 files with optional support for Dolby Digital Plus advanced audio. Combining this feature together with video portal application templates enables quick and easy VOD application development.

TECHNICAL DETAILS

Basic requirements for use	- Internet connection, depending on installation VPN access to Intranet might be needed. - Preferred browser setup: Mozilla Firefox with FireHbbTV plugin - Preferred computer display resolution: Full HD or better
user accounts	- Roles to support publishing workflow - User can be in content creator or publisher role - User account specific list of available templates - Generated applications are specific to user account
Publishing	- SFTP based publishing - Configurable publishing location for HbbTV carousel applications - Configurable publishing location for normal (web-server based) applications - Templates may define publishing mode automatically

Templates	- Versatile set of built-in templates for basic purposes - Media player enabled templates to create e.g. VOD or radio portals - Possibility to add customer specific templates - custom.css in every template - Templates are based on HTML, CSS and JSON technologies
Application creation and maintaining	- Possibility to create new application from templates - Possibility to edit/update existing application - Content creator develops and maintains application - Publisher approves and publishes application to operative system
Video features	- Video portal templates - MPEG-DASH transcoding - Optional Dolby audio codec support for MPEG-DASH videos

Publishing workflow

Step 1: Create & maintain application

Step 2: Test & publish

Step 3: App on TV