

SOFIA BACKSTAGE® STARTER KIT FOR HBBTV

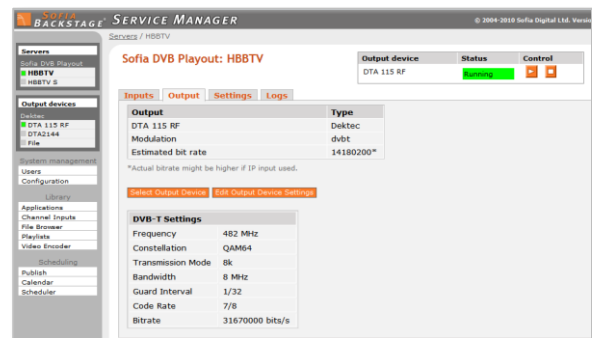
KICKSTART YOUR INTERACTIVE HBBTV SERVICES WITH STARTER KIT FOR HBBTV

It is the ideal solution when you want to test, showcase, evaluate or trial any HbbTV services in a real-life TV environment with minimal hassle. The product comes with a pre-installed set of hardware and HbbTV Server software so you can start experimenting and developing right away. Since the Starter Kit is based on Sofia Digital's proven **Backstage®** software you can trust anything you develop can be scaled to any future needs and system is scalable into full production use.

The system has Web-based management interface that may host multiple virtual servers and services in one logical user interface. All main controls of the system are accessible with standard Web-Browser compatible with any PC without client software installations.

Included Launcher Application with its own editor system handles the “red button” interactions and external services can be easily linked into any TV channel over IP with one user interface.

The Starter Kit comes with links to examples from Sofia Digital HbbTV Application suite and connected with **Backstage Authoring Tool** for evaluation and testing.



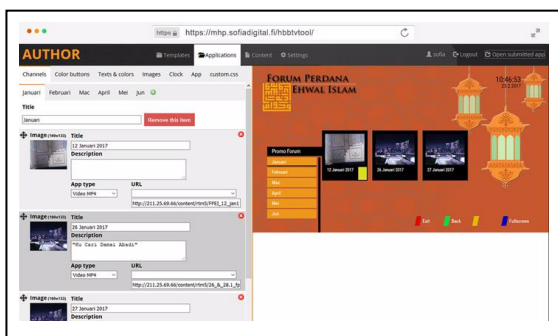
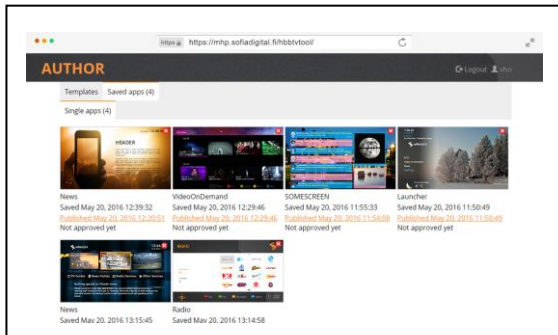
KEY FEATURES

- Generates HbbTV compatible signaling and output for smart TV or STB
- Web-based system administration with automation, scheduling and user management
- Launcher application and Editor for “red button” interaction creation
- AIT insertion and DSM-CC generation with stream events
- Software multiplexing
- Automated PSI-SI generation including PMT, SDT, NIT, TDT, EIT & AIT
- ASI, IP or RF with TS-file support with included DekTec adapter product
- Support for IP, Terrestrial, Cable and Satellite delivery systems





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.

