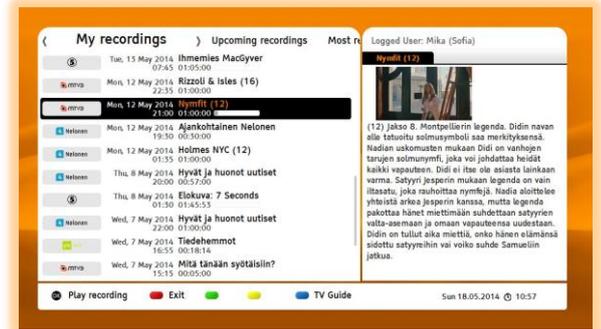


HBBTV SERVICES WITH SOFIA BACKSTAGE®

At ANGA COM 2014 Sofia Digital is demonstrating various HbbTV services using Sofia Backstage HbbTV server hosting all of the HbbTV applications in the booth.

The most recent development is a solution for multiscreen access to TV content that enables reach for all smart TV households with a single HbbTV app. The product demonstration is based on Sofia Backstage EPG solution which is integrated with our partner Booxmedia's multiscreen OTT solution called "BooxTV" that includes recording and viewing of TV shows in the cloud service.



HbbTV is On Air with Sofia Backstage

Sofia's Enhanced EPG that is available on Finnish and Hungarian DTTV networks with 'Red button' applications has now added support for network PVR, time-shifting and VOD capabilities. This enables TV channels and operators to offer promotion and catchup video links from the EPG. Support for "best possible channel" is designed to offer HD version of the channels and EPG also provides seamless access to a live channel over the IP automatically when TV broadcast signal is out of coverage or not available.



SOFIA DIGITAL ALSO PRESENTS AT ANGA COM 2014:

- Antenna Hungaria's HbbTV service including **new MTVA Portal**
- **Multichannel** audio with HbbTV 1.5 standard utilizing **Dolby Digital Plus**.
- Demonstration with **Neotion** using CI+ CAM module to give access to premium video content using the HbbTV implementation in the receiver.
- Finnish version of "Channel Zero" called **TV Etusivu** (TV Frontpage in English), a dedicated DVB service with its own LCN targeted for all HbbTV receivers to search and launch any 3rd party HbbTV applications such as Weather, Radio, Games by itsmyTV and various OTT services.

ABOUT SOFIA DIGITAL

Sofia Digital is an internationally recognized provider of interactive video and TV solutions, bringing new value-adding services to different TV terminals utilizing new digital technologies. Sofia Digital focuses on open standard interactive platforms, such as IPTV and HbbTV as well as digital signage. Since its foundation in 2000, Sofia Digital has served for example operator, broadcaster and device manufacturer customers in over 35 countries.

ARRANGE A MEETING WITH SOFIA DIGITAL

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