

THE TURN-KEY SOLUTION FOR BROADCASTERS AND OPERATORS

Sofia Digital's award-winning HbbTV technology is powering transmissions in many countries throughout Europe and Asia. TV services made with Sofia Backstage® HbbTV Platform are used by millions of TV-viewers.

With Sofia Digital HbbTV Platform the customer can start their HbbTV service with one of our ready-made applications or benefit from our extensive knowledge developing custom applications. Latest addition to Sofia Backstage® offering is HbbTV Authoring Tool making new service development easy without programming skills or prior experience in digital TV application authoring.

Typical HbbTV services deployed: Red-button and App Launcher, Video-on Demand and Catch-up TV, Video players and Live Streaming, Rich EPG and Enhanced Programming information, News & Weather, Application Portals, Sports results etc.



HBBTV SERVER

The HbbTV Server is based on the award-winning **Sofia Backstage® software**. It is designed to manage and automate the insertion of applications signalling and creation of DSMCC carousels. Server design supports redundancy and high availability configurations and integration with any DVB-based Head-end.



HBBTV STARTER KIT

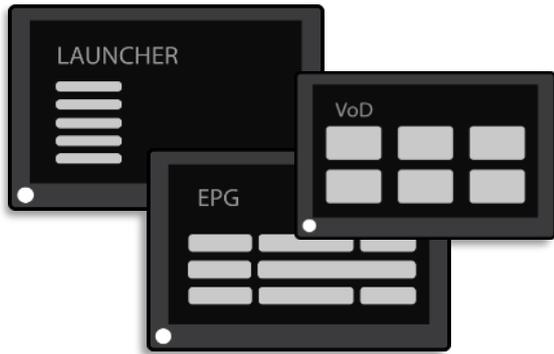
The ideal solution when you want to test, evaluate or pilot your own HbbTV services in a live TV environment with minimal hassle. The product comes with a pre-installed set of hardware and HbbTV Server software so you can start experimenting and developing right away.

Sofia Backstage® Starter Kit is a portable "Head-end in a pocket" and is able to generate complete HbbTV end-to-end system in all DVB transmission networks, in Terrestrial, Cable and Satellite delivery systems.

Product features may change without notice.

AUTHOR

Interactive television currently lacks simple tools to author and manage applications. Often understanding of coding and optimal web content skills are needed, which set the new service development barrier high. Thanks to rapidly grown HbbTV market and Sofia Digital's long history in the field of interactive television, simple application authoring is now possible.

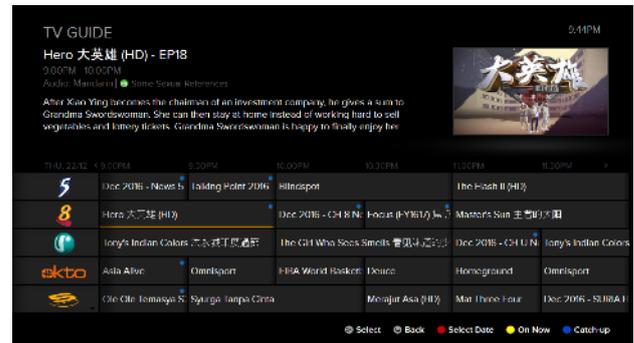


HBBTV APPLICATION SUITE

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 application, 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.

GUIDE MANAGER

Sofia Backstage® Guide Manager is an automation tool for using various TV and Video metadata sources in unified format compatible with Sofia Backstage®. Guide Manager is pre-integrated with common video platforms used by TV industry including APIs to interface for example with Kaltura, Ooyala, Vimond Media and can support almost any EPG data source in XML, JOS or Excel format.



Example development flow with HbbTV Platform

