HbbTV services and devices at IBC 2015

42 Mediatvcom

Hall 2 / Booth A30

42 Mediatvcom is the leading French consulting company dedicated to media and digital content industries. We provide innovative services to content producers, TV channels, telecom and Pay-TV operators, manufacturers, editors, system integrators and service providers, as well as new players willing to benefit from digital revolution in their industry. User experience & interface designs are key elements for HbbTV interactive services success. 42 Mediatvcom has developed a solution to dramatically improve customer paths & ergonomics of HbbTV services thanks to customer feedback and data analysis of usage data based on Big Data & Data Science expertise. At IBC 2015, 42 Mediatvcom will be demonstrating A/B testing campaigns & data analysis on HbbTV services.

ABOX42 GmbH

Hall 14 / Booth J13 (Content Everywhere)

ABOX42 is a leading provider of IPTV, OTT and Hybrid-DVB SmartSTB platforms and services for network operators and service providers. At IBC 2015 ABOX42 will introduce its latest Smart STB platform M40 (available as IPTV/OTT and Hybrid version) with support of 4K/UHD and HEVC/H.265 to freely mix DVB-C, S2, T/T2 services with IPTV and OTT video delivery, as well as HBBTV and other web based applications. With ABOX42 new OTT DVB technology it is the first time possible to use HbbTV with OTT streaming in a network environment, where HbbTV is not essential part of the DVB signal. The ABOX42 Total STB Solution approach supports fast application development, short project cycles, full software lifecycle management. The additional ABOX42 OPX TV application provides a solution to deliver all essential TV services with a modern TV UI. The ABOX42 OPX SaaS & Cloud TV services allow the operator to easily deploy, manage, operate and upgrade its services in the field during the entire lifecycle. Find more information about the ABOX42 Total STB Solution at: www.abox42.com

ACCESS

Hall 14 / Booth D14

ACCESS showcases its industry-leading NetFront Browser family, providing scalable HbbTV, HTML5 and RUJ solutions to worldwide OEMs and operators, including pre-integrated DLNA and VidiPath modules. ACCESS can provide both HbbTV 1.5 and HbbTV 2.0 solutions enabling the provision of companion applications, second screen experiences and multiscreen solutions. ACCESS is actively supporting UK Freeview’s adoption of HbbTV 2.0 technology for Freeview Play in the UK as part of Project Uno. ACCESS NetFront Browser is the most widely deployed embedded Internet browser in the world today and it has been shipped in over one billion devices around the world, including digital TVs, set-top boxes, mobile phones, game consoles, e-readers, and much more.

Alticast

Hall 1 / Booth F36

Alticast develops advanced end-to-end, multi-screen solutions to enable service providers to quickly and cost-effectively deliver TV Everywhere services, ensuring every consumer a reliable and innovative TV experience. Alticast’s extensive solution offerings consist of STB software, CAS/DRM, Smart UI/UX and Cloud Server, based on non-proprietary software like HTML5, RDK and GEM. Alticast’s unique solutions bring new levels of TV interactivity required by service providers and consumers across the globe to deliver personalized and compelling content securely over broadcast, broadband and mobile platforms. With over 46 million devices deployed worldwide, Alticast is one of the most deployed solutions providers in the digital
television industry. The publicly traded company was founded in 1999 and is headquartered in Seoul, South Korea, but also has major offices in Amsterdam, Netherlands; Wroclaw, Poland; Broomfield, Colorado; and Hanoi, Vietnam.

**Arqiva**

Hall 1 / Booth B61

Arqiva provides innovative broadcast technology, enabling broadcasters and content owners to enhance and monetise their assets, delivering their content across multiple platforms and territories. At IBC, Arqiva will be demonstrating their HbbTV Connected Operator user interface. Based on a core design framework, this flexible UI is targeted at operators seeking a highly integrated broadcast / OTT UI that provides an intuitive user experience across TVs, STBs and other connected devices. On their stand they will be demonstrating a reference design for manufacturers launching Freeview Play in the UK, utilising the HbbTV2.0 specification.

**Arkena**

Hall 1 / Booth B79

MyTF1VOD is the first video on demand service available on HbbTV. Arkena is operating this service. MYTF1VOD is powered by Arkena's back-office tool (OTT Service Manager) that enables publication of on-demand content to any platform, including HbbTV. The service also features PlayReady and Marlin DRM protections on HbbTV 1.5 sets. The service is fully showcased on HbbTV during IBC 2015 and Arkena's experts will be available to reveal all the details of this successful service.

**BBC Research & Development**

Hall 1 / Booth D81 (DVB)

On the DVB stand, BBC R&D and Dolby will be demonstrating how HbbTV 2.0 can create highly synchronised experiences between TVs and personal companion devices. This early prototype will show that, while watching TV, a phone or tablet could be used to listen to the Audio Description or discover background information on scenes, characters and places in a drama.

**Broadcom**

Hall 2 / Booth C25

Supporting HbbTV on a range of set-top box platforms, Broadcom will be demonstrating HbbTV integration on the Broadcom BCM73625 40nm satellite set-top box system-on-a-chip at IBC 2015. Broadcom’s solution also integrates the DTVKit shared source DVB stack and Ekioh's browser technology to accelerate the time-to-market for HbbTV compliant devices. Broadcom is committed to designing platforms that securely deliver broadcast, broadband and Over-the-Top content and services, enabling viewers to enjoy premium video, Internet and Apps anywhere.

**CASTOOLA**

Hall 14 / Booth H10

Castoola is an end-to-end service provider for the fast growing Connected TV industry. Castoola manages the whole process of HbbTV application creation, where we are able to offer all kinds of different HbbTV applications and advertising formats based on client’s needs or brief. Our experienced team of designers, engineers and programmers is dedicated to develop first class Applications according to HbbTV standards and regulatory conditions. In the complex world of HbbTV we have to take care that applications and other services are served to viewers on the right TV channel at the right time and with the right frequency. To do that Castoola has built a unique Platform for serving TV programs with HbbTV interactive applications and advertising campaigns. The solution is based on precise monitoring of your TV program, HbbTV services and advertising campaigns. Castoola Platform is a complete solution, ready to serve network operators, content providers and advertising agencies.

**coeno**

Hall 14 / Booth H15 (Axinom)

ceno demonstra...
centered design approach coeno’s products guarantee a best-of-class user experience. At the Axinom booth coeno presents a multiscreen UI for PVR, EPG, Live TV and VoD solution that is based on the Axinom CMS.

**Dolby Laboratories Inc.**

**Hall 1 / Booth D81 (DVB)**

Dolby will be demonstrating exciting new technologies that are included in HbbTV 2.0, which enable highly synchronized experiences between HbbTV enabled TVs and companion devices. On the DVB stand, a prototype will be presented together with BBC R&D which will show that a tablet can be used to watch and listen to personalized content in sync with the main content TV screen. The demo shows how Dolby Digital Plus audio enables service providers to reliably deliver high quality experiences to companion screens through the power of DVB and HbbTV specifications.

**DOTSCREEN**

**Hall 2 / Booth B39c**

With headquarters located in Paris and sales offices in Spain, Sweden and Brazil, DOTSCREEN is one the leading European multi-screen app developer and UI specialised agency. The company has already completed over 200 apps video applications on all smart TV brands, OTT boxes (Roku, Apple TV, Android TV), set-top boxes, game consoles (Xbox 360 & One, PS3 & 4), smartphones and tablets (iOS, Android, W10, Tizen), connected car radios, smartwatches and Oculus Rift. Our HbbTV customers are TF1, France Télévisions, Eutelsat, Fransat, Globecast... At IBC, we will showcase our suite of HbbTV apps including a portal, VOD applications, Catch-up TV, electronic programme guide, radio/audio, weather, zapping banner, car traffic info, horoscope and news. It is offered under licence to television channels and digital operators (satellite, cable, ipTV, DTTV).

**DTG Testing**

**Hall 5 / Booth A17**

DTG Testing is the DTG’s independent and not-for-profit ISO 17025 accredited test lab and a registered test centre for HbbTV conformance testing. We provide testing, test development and training services across the world including UK Freeview Play, Ghana, New Zealand, Australia and South Africa. DTG Testing is an active member of HbbTV, chairing the HbbTV Test Group and acting as vice-chair of the Certification Group, as well as supporting the development and maintenance of the HbbTV test suite. Our team of professional test developers and test engineers supply productive and cost efficient test management with the highest levels of service and support. For more information please contact customerservices@dtg.org.uk.

**EBU**

**Hall 10 / Booth F20**

The EBU shows on its stand a number of HbbTV 2.0 demos:

- DASH HEVC and HTML5 demos; On Demand switching between 8-bit (SDR) and 10-bit (HDR) UHD; Live streaming up to full HD; HTML5 Open Web Sockets and CSS3 elements.

**EKT**

**Hall 5 / Booth C32**

EKT – can you show some new HbbTV innovations? YES WE CAN! EKT will demonstrate a number of new innovations that further enhance the HbbTV experience for the consumer:

- A brand new Set Top Box in a Plug. Now boosting 5000 DMIPS and integrated Cable or T2 tuner, this super small STB unit simply plugs into the powersocket. It comes with EKT’s own solidTV solution that supports the latest in HbbTV standards
- An HbbTV Smart TV. Delivering a brand new HbbTV 2.0 ready TV set with Dual Tuners, Freeview and cloud PVR sets a new standard for ODM TV sets.
- A Multi Tuner Set Top Box. EKT created a single STB solution with a dual tuner that can boot into either Satellite, Cable or Terrestrial.

So come and see why we at EKT say, YES WE CAN! When it comes to new HbbTV innovations.
Elemental **Hall 4 / Booth B80**

Elemental, the leading supplier of software-defined video (SDV) solutions, offers real-time and file-based encoding from HD-SDI, ASI, IP or file inputs to live streams and file outputs with support for a wide range of video codecs and containers. During IBC 2015, Elemental will showcase the industry’s most advanced MPEG-DASH implementation and HEVC/H.265-enabled workflows for multiscreen, HbbTV, and 4K UHD video. Highlights include DASH common encryption (CENC) to support various DRM systems, end-to-end HEVC contribution into the cloud, and HEVC-enabled real-time 120 fps encoding. Elemental software-defined video solutions for live and VOD applications have enabled numerous industry milestones including the first real-time 4K HEVC MPEG-DASH delivery over a CDN and the Internet. The live streamed MPEG-DASH showcase, hosted by IRT at IBC 2015, demonstrates the flexibility of Elemental SDV solutions in enabling content owners and service providers to quickly adapt to new technologies and scale up to meet increased demand for multiscreen content.

Eurofins Digital Testing **Hall 5 / Booth B17**

This year at IBC, Eurofins Digital Testing (formally Digital TV Labs) will be demonstrating the beta version of our new HbbTV App Automated Tester, enabling the testing of any HbbTV app to be easily automated using industry standard Selenium scripts without any additional hardware or user modification. For the first time, we will be demonstrating HbbTV2.0 support on the market-leading Ligada iSuite for HbbTV test harness and test suite which enables interoperability and conformance testing of HbbTV receivers for multiple territories. Ligada iSuite for HbbTV provides automated test support for a range of national HbbTV profiles including Australia, New Zealand, UK Freeview Play, Malaysia, Spain, France and NorDig. Ligada also includes a DRM test suite and a built-in network impairment simulator for DASH validation. We invite visitors to explore our range of services for operators, broadcasters and app developers, contact eurofinsdigitaltesting@eurofins.com to make an appointment with our HbbTV specialists.

FRANSAT **Hall 1 / Booth D59 (Eutelsat)**

“FRANSAT Connect” is an interactive TV Portal, available on both Satellite set-top-boxes and connected TV sets that provides, along with linear broadcast television and live radio channels, interactive services in broadband. Using the HbbTV standard 1.5 with Dash streaming, CENC and Multi DRM support (Marlin and PlayReady), “FRANSAT Connect” allows access to interactive applications supplied by the TV channels available in the FRANSAT DTH platform by referencing them within the portal. Direct access to these interactive services is also available via the red button. Thus it provides seamless access to live TV and Radio, VOD and catch-up TV, and a wide range of on-demand services, notably a backwards EPG. By combining Specific Application Support (SAS) CI Plus Ressource and conditional Access system, FRANSAT is able to propose OTT services either on CAS embedded set-top-boxes or connected TV with CAM modules. Built on the resources of the HbbTV standard, “FRANSAT Connect” establishes a kind of “distributed middleware” onto set top boxes and idTVs (more than 8 Television brands).

Fraunhofer FOKUS **Hall 8 / Booth B80**

The HbbTV market is growing rapidly in Europe and across the world. The HbbTV Application Toolkit (HAT) provides an efficient and easy way to create and maintain applications for HbbTV. Especially considering the recently released HbbTV 2.0 Standard, HAT will be the perfect tool for designers and developers to build their own designs, templates, modules or plugins and integrate them with the existing core features of HAT. The toolkit includes a collection of templates and modules, allowing control of all application elements including broadcast source, IP video source, ad-insertion and companion screen. The Broadcast Probing System (BPS) offers a continuous near real-time cloud monitoring of broadcast networks by utilizing massively distributed low-cost probes. The collected spatiotemporal data links RF characteristics and stream quality (e.g. Signal levels, TS packet errors), multiplexed tables (e.g. AIT/HbbTV, EIT/EPG) and AV dumps to allow for live analysis, evaluation and integration into monitoring environments.
**Fraunhofer IIS**  
**Hall 1 / Booth D81**

HE-AAC has become one of the most important enabling technologies for state-of-the-art multimedia systems. Thanks to its unique combination of high quality audio, low bit rates and audio-specific metadata support, it is also the perfect solution for hybrid services and was therefore selected as the codec of choice for the HbbTV specification. OTT video services such as hulu, VUDU or Google's Play Movies on Chromecast and Android TV devices already use HE-AAC stereo and 5.1 audio for movie delivery over MPEG-DASH today and many more platforms are getting enabled. Visit us and our partner Work Microwave at the DVB booth to learn how HE-AAC is streamed over IP-based satellite links using DVB-DASH in combination with DVB-S2.

**GkWare e.K.**  
**Hall 2 / Booth C51**

GkWare will show the prototype of an independent (not webkit based) browser implementation for HbbTV. The demonstration system shows the browser already embedded into a full CI+ and PVR enabled DVB middleware, including support for DSM-CC and HTTP based HbbTV content delivery. The market-proven DSM-CC client component and a matching object carousel generation software are also available as independent packages. They support several other standards like DVB-SSU, MHEG-5 etc. in addition to HbbTV.

**HTTV**  
**Hall 5 / Booth B35**

At IBC 2015, HTTV will showcase HbbTV 2.0 features demonstrated on Pace Hybrid STB powered by the Broadcom BCM7250 chipset and showing its new httvVertigo User Interface, MultiScreen services in collaboration with IRT as well as Push VOD services with Quadrille. HTTV will demonstrate “httvlink”, its HbbTV 1.5 compliant TV Operating System, integrated on the cost effective Broadcom BCM7563 chip set for new Digital Switchover markets as well as on the STi253 from STMicroelectronic for HTTV latest DVB-T2 HbbTV deployment in Ivory Coast. HTTV will exhibit its HbbTV products for PayTV Operators such as Excaf in Senegal, build by Kaonmedia and integrating Conax CAS, or Parabole Réunion and its powerful 4 tuners Hybrid Sat STB build by Skyworth and secured by Viaccess-Orca Prime Sentinel. HTTV will demonstrate an end to end Home Networking platform using its HbbTV TVOS to power Novabase HDMI Dongle and to run Cable>IP and Home Automation services on the TV screen receiver. HTTV will also showcase its HbbTV Playout products integrated with Seachange Adrenalin Service Delivery Platform to manage HbbTV based Catchup and VOD services.

**HyperPanel Lab**  
**Hall 1 / Booth A40 (Askey)**

HyperPanel Lab and Askey Computer Corp - a Member of Asus Group - will showcase a disruptive SAT>IP certified Headed Media Home Gateway (MHG). Beyond being a feature-rich 4 tuners MHG capable of streaming content over WiFi to any and all mobile IP video devices - actually unleashing multi-room viewing and media whole home experience – our ALL-IN-ONE platform does also deliver best of breed browser-based multi-room DVR use cases (4 HD recordings in parallel, advanced trick-modes, follow-me, start-over). It is powered by HyperPanel Labs’ latest compelling Software suite, featuring both HbbTV, and state of the art WebKit implementation.

**Institut für Rundfunktechnik (IRT)**  
**Hall 10 / Booth F51**

Jointly with partners from the CE industry, IRT demonstrates a number of features of the new HbbTV 2.0 standard:

- the combination of live and on demand streaming of MPEG-DASH streams with the new EBU-TT-D subtitling format
- starting HbbTV applications from a mobile device on the HbbTV device and communicating between both devices
- playing UHD content on the TV set controlled by HbbTV applications
In addition to these demos you are invited to find out more about BRAHMS – our professional playout system for HbbTV services. BRAHMS ensures an easy and cost effective launch of HbbTV applications. If you are planning to start or expand HbbTV 1.5 or HbbTV 2.0 activities you may be interested in one of our International Intensive Seminars on HbbTV for Content Providers, Network Providers and Application Developers or individual consulting services.

**Intertrust**

Visit the Rambus Cryptography Research stand for a demonstration of a secure DRM platform from Intertrust’s ExpressPlay cloud system. The ExpressPlay system is integrated with Cryptography Research’s hardware security on an MStar Chipset for Multi-media devices supporting UHD/4K and conforms to the MovieLabs Enhanced Content Protection Specification.

**iWedia**

iWedia, a leading provider of software solutions for TV devices to service operators and Consumer Electronics manufacturers, will take the opportunity of the show to reemphasize its commitment towards the HbbTV standard. Our HbbTV 1.5 implementation has been widely deployed by major TV set and STB manufacturers and we are engaged in the development of HbbTV 2.0 with deployments scheduled at the beginning of 2016. At IBC we will focus our HbbTV 2.0 demo on the newly introduced companion screen features: a VoD HbbTV 2.0 app launches a companion app on the second screen to present additional information related to the selected event.

**Jiuzhou Electric Co.**

Jiuzhou is a leading one-stop provider to the Digital TV industry in China. Our products offer our customers the simple and cost-effective way to watch TV anywhere in the world and unlock the potential of the new home entertainment environment. We are a hi-tech joint venture company specialized in research & development, manufacturing and marketing of DVB (DVB-S/C/T/T2, HbbTV) as well as ISDB and ATSC products including cable TV equipment, multimedia products, satellite accessories, digital mobile phone and other digital equipment. We also provide STB OEM, ODM, CKD, SKD service and have gained a substantial reputation among customers worldwide.

**KATHREIN TechnoTrend GmbH**

KATHREIN TechnoTrend will show its new generation of Hybrid Cable and Satellite receivers for broadband, broadcast and OTT services. Based on a Broadcom chipset and powered by the Opera browser, the STBs combine fast HbbTV experience with features like UPnP (client and server), PVR, SmartTV portal access, multi-screen/multi-room support and Smart Metering/Smart Home. Visit our booth to see the full range of innovative receivers.

**Keepixo**

Keepixo is a leading provider of software-based and cloud-ready head-end solutions for IPTV & OTT with more than 130 customers including 40 tier-1 operators worldwide. Keepixo products include multirate H.264/HEVC transcoders and DASH based delivery solutions to enable HbbTV services on STBs and Connected TVs. At IBC 2015, Keepixo will demonstrate DASH delivery of HEVC content using its high-density Genova transcoder and DASH packager. For more information, visit Keepixo’s website (http://www.keepixo.com/) or contact us at info@keepixo.com

**Mark-In**

The BeeBee Box is a portable hardware device that enables to broadcast TV programs and HbbTV services. This box allows you to test, validate or demonstrate any HbbTV services in real DVB-T broadcast conditions. This small portable hardware integrates, for a very affordable price, an MPEG2-TS multiplexer, an HbbTV inserter and a DVB-T modulator. The TV programs are provided either by uploading static audio/video files
onto the box or by injecting live audio/video streams through the Ethernet port. The box is an HbbTV inserter which performs insertion into the TV program stream of AIT, Stream Events and also HbbTV applications into the DSMCC Carrousel. This box, configurable easily through a web interface, is the perfect solution to test and validate your HbbTV services but it can be also used for demonstrations, for local TV networks or for any digital media usage.

**MStar Semiconductor Inc**

MStar Semiconductor will be showcasing the industry first HbbTV updated solution with its compatible software solution on different Mstar product segments. HbbTV and its compatible software solution will be demonstrated on MStar Set-Top-Box and TV platform. MStar offers HbbTV software on Set-Top-Box and TV industries with MStar broadcast or Hybrid solutions.

**NetRange MMH**

NetRange MMH is the leading global full-service white-label Smart TV portal operator and provides Smart TV portal, OTT and software solutions for major clients such as Sharp, TCL, Loewe, Vodafone, HD+, Changhong, N2 and many other CE-brands. NetRange offers device-agnostic and fully cloud-based portal solutions in HTML5, CE-HTML and provides full HbbTV solutions for operators and broadcasters including backend, portals and content portfolio. The HbbTV solution includes the possibility to mix DVB channels with IP-based linear channels in the same channel list/EPG. NetRange also provides support in operating a HbbTV portal, like creating a Barker channel, as well as running, maintaining and operating complex HbbTV backend systems. All NetRange portals are available with multiple additional features such as second screen solutions etc.

**NEOTION**

NEOTION demonstrates its first implementation of some new CI Plus 1.4 features on its CAM (Conditional Access Module) products. By using the CI Plus resources Operator Profile version 2 and Application information version 5 brought by the CI Plus 1.4 standard, any Operator can provide a dedicated HbbTV services portal available from the broadcast line-up of the TV. The end user is able access to this Operator Virtual Channel using the normal methods available in the entire TV user interface (CH+ and CH- keys, or accessible from the EPG). When the Virtual Channel is selected, the CI Plus CAM launches the Operator’s HbbTV Application straightforwardly and free of any conflict with any existing interactive application. This demo is the result of close cooperation between FRANSAT, VESTEL and NEOTION enabling any TV viewer to discover the Fransat Connect HbbTV portal universe by using a NEOTION CI Plus CAM plugged into a VESTEL TV set equipped with the new CI Plus 1.4 features.

**Ngine Networks**

Ngine Network will present three HbbTV products:

- the HbbTV CMS allows you to create a full HbbTV application in minutes: customize the templates, add ready-made value added plug-ins like games, twitter. Broadcast the URL of your service hosted on Microsoft Azure. Your app is live! (www.HbbTVCMS.com)
- the HbbTV SDK provides all the documents and tools a developer needs to develop an HbbTV app. It includes code samples, forums, support and a code validator (www.HbbTVSDK.com)
- SmartGames.TV expands the reach of your entertainment offer with 20+ HbbTV casual games easy to play. Keep the viewer on your channel between programs or during advertising breaks and create new revenue streams with pre-roll ads (www.SmartGames.TV)
Opera Software

Hall 14 / Booth E20

Join us at IBC to discuss latest development in HbbTV and our contribution to the latest 2.0 release. Opera provides a complete suite of tools for creating compelling connected TV experiences, including the Opera TV Store – an HTML5 application store for Smart TV devices, Opera TV Snap – an end-to-end Smart TV app creation and distribution solution, as well as an out-of-the-box HbbTV solution for displaying “red button apps and services”, including EPG, “Catch-up TV”, home shopping, interactive ads and more.

Push-Pull TV

Hall 2 / Booth A30

Push-Pull TV is a French new company founded by a team experienced in all the value chain of Broadcast & Digital. Their paradigm is to consider the main screen (TV) will stay the point of appointment and particularly for Live broadcasting (Sports etc…), with addition of new opportunities of interactivity and interaction between mobiles & TV. Recently, they have deeply worked in live data integration (statistics, tracking etc…) to enrich dynamically the sports programs. They have developed a SaaS platform to propose different level of turnkey experiences, from “Push” to “Pull”, fully controlled by the broadcasters & content owners. Their platform is able to address a lot of technologies & middlewares, including HbbTV.

Quadrille

Hall 2 / Booth B39

Quadrille is a French high-tech software company headquartered in the Paris region, France. Quadrille specializes in broadcast and multimedia delivery solutions over Satellite, Terrestrial, IP and cable. Quadrille has developed with its QuadriFast multimedia Push technology a solution for transferring all kind of data such as Video On Demand (VOD), games, information... For VOD, this solution allows operators to offer non-linear services such as Subscription VOD, Transactional VOD, Catch-up and Replay services to set-top boxes and multi-screen devices to customers with no or limited broadband coverage, based on all existing video formats including 4K. The version of Quadrille's Push solution fully compliant with HbbTV 2.0 is available and is demonstrated at IBC on the Quadrille booth. For the Digital TV market Quadrille with his partners in areas such as set-top box, middleware, CAS/DRM, Content Management and Content Acquisition, offers complete solutions to answer all requirements.

Rovi Corporation

Hall 14 / Booth G01

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, metadata and recommendations continue to drive program search and navigation on millions of devices across the globe. Rovi provides a new generation of cloud-based discovery capabilities that work with the HbbTV standard to deliver programming guidance to almost any smart TV, next-generation set-top box, including hybrid DTAs, or mobile device. With innovative capabilities, including predictive search, personalized recommendations, and natural language interaction powered by the Rovi Knowledge Graph, Rovi delivers next-generation entertainment experiences that enable premier brands worldwide to increase their reach, drive consumer satisfaction and create a better entertainment experience across multiple screens.

RT-RK

Hall 5 / Booth B32

At the exhibition, RT-RK, a market leading hardware and software design house focused on consumer electronics, communications and multimedia, will be showcasing its HbbTV Test Framework. RT-RK excels at automatizing the testing of multimedia devices and provides testing services to all the players in the development and production chain. Developed under a contract granted to RT-RK by the HbbTV Association, the HbbTV Test Framework covers a wide collection of test cases belonging to the official HbbTV 2.0 test suite. The HbbTV Test Framework is integrated within the RT-RK testing tools for test management and test execution (manual and automated): Intent+, the test management system, and RT-Executor, the automated execution tool. We will also present test solutions for R&D, QA, production and repair facilities: Field Monitoring System (ProVision), Multiple STB test systems (screening/diagnostic/
SeaChange  

Hall 1 / Booth F70

SeaChange International supports broadcasters and operators with Fusix – a Hybrid TV platform consisting of tools for playing out HbbTV apps and metadata via DVB, via IP, or a combination of both, a back-office for VOD and timeshifted video content, and TV apps. The customizable HTML-based apps offer ReStart TV, an enhanced EPG with access to catch-up TV content or VOD libraries. SeaChange is partnering with HTTV, a leading HbbTV set-top box middleware vendor, to deliver an end-to-end Hybrid TV solution based on HbbTV. SeaChange will demonstrate this joint offering at IBC 2015.

SmarDTV  

Hall 1 / Booth C81

SmarDTV, a Kudelski Group company and international leader in pay TV technology, is delighted to unveil its new SmarBOX family, the stylish designed Set Top Boxes ranging from entry level to Ultra HD models and offering new user experience thanks to HbbTV 2.0 combined with HTML5 and companion applications. Such interactive application is demonstrated onto our SmarBOX HYBRID line, the retail-oriented Set Top Box combining the best of broadcast and broadband in a unified interface: from a terrestrial TV reception, a VoD HbbTV 2.0 application launches a second screen application that displays detailed program information. The support of HbbTV 2.0 and HTML5 will allow our SmarBOX lines to extend TV experience with other interactions, voting, play to screen, etc. and together with HEVC support, the uninterrupted delivery of Ultra HD video content across various screen types such as TVs, phones and tablets is made easier.

Sofia Digital  

Hall 14 / Booth D14 (ACCESS)

Sofia Digital is showing latest real-life HbbTV applications and services from around the world at ACCESS stand. Demonstrations are enabled by Sofia Digital HbbTV Platform which is powering transmissions already in eg. Hungary, Turkey, Finland and Estonia with pilot installations underway in eg. Asia. Contact info@sofiadigital.com for more information. www.sofiadigital.com

STMicroelectronics  

Hall 1 / Booth F40

ST and its partners are showcasing HbbTV implementations on different platforms, including the STiH253 platform demonstrated at the Httv booth; the Cannes/Monaco/Liege platforms running HbbTV 1.5, HbbTV 2.0-compliant "Voxtok HbbTV SDK", and a preview of HbbTV 1.5-compliant "Voxtok music for TV" solution – all shown in ST’s private demo suite. By working with major HbbTV solution providers, ST offers a range of options, including reference designs, to address HbbTV-compliant broadcast, broadband, and over-the-top services.

Synapse TV  

Hall 1 / Booth B22

Synapse TV provides a fully managed service for the over-the-top (OTT) delivery of linear and on-demand content via a number of connected TV platforms in the UK. Synapse allows broadcasters, media owners and aggregators to deliver their content to millions of viewers, all at a fraction of the cost of traditional over-the-air broadcasting. Free-to-view, advertising and pay business models are fully supported with detailed analytics available to provide deep insights into viewer behaviour. Services can be made available via a branded channel in the UK Freeview EPG, making it easy and familiar for viewers to access using their existing receiver and remote control. Synapse supported platforms in the UK include Freeview HD (MHEG), Freeview Play (HbbTV), Freesat (MHEG), Freesat Freetime (HTML), EE TV (HTML) and YouView (HTML), plus comparable platforms worldwide.

TARA Systems GmbH  

Hall 1 / Booth F89

Supporting HbbTV on a range of set-top box platforms, TARA System's partner KATHREIN TechnoTrend (KTT) will be demonstrating HbbTV integration on Broadcom based set-top boxes at IBC 2015. KTT’s
solution integrates TARA Systems' HbbTV receiver and Opera Software's browser technology to accelerate the time-to-market for HbbTV compliant devices.

**Vestel**  
Hall 14 / Booth A20  
Vestel is specialized in developing and manufacturing flat panel TVs with integrated digital receivers, digital television recorders, DVB HD & SD and IP STB products. Vestel is showcasing HbbTV 1.5 compliant SmartTVs, satellite and SAT>IP based Set-Top Boxes supporting HbbTV. Vestel products support various DRM solutions and adaptive streaming technologies and these will also be demonstrated during the show.

**Voxtok**  
Hall 1 / Booth F40  
STMicroelectronics and Voxtok showcase the "Voxtok HbbTV SDK" on top of STMicroelectronics Cannes/Monaco and new Liege reference designs. The "Voxtok HbbTV SDK" equips open web browsers, such as Webkit or Chromium, with a HbbTV Library, extensions and tools. This SDK is HbbTV 1.5 and HbbTV 2.0 compliant. Moreover, STMicroelectronics and Voxtok unveil a preview of "Voxtok Music for TV", which brings music services designed for TVs, on a STMicroelectronics Cannes SoC. This service is HbbTV 1.5 compliant and even supports some HbbTV 2.0 features. "Voxtok Music for TV" is a multi-room TV jukebox that combines all your music in one simple and efficient app. The service is also available on tablets, smartphones and wireless devices. "Voxtok Music for TV" will be available for STMicroelectronics customers starting in Q1-2016.

**Wiztivi**  
Hall 14 / Booth L01  
Wiztivi is a French leader on the market of interactive TV applications, connected TVs and set top boxes and has paved the way for HbbTV innovation and development. At IBC 2015, Wiztivi is presenting the latest version of its STBless solution, using HbbTV/Ci+ we provided to a Norwegian Operator. At Hall 14 L01, Wiztivi is also showcasing the Teleshopping T-Commerce HbbTV application which allows users to purchase directly from their TV screen. Designing intuitive services remains at the heart of Wiztivi’s know-how and has brought added-value to our HbbTV deployments. Awarded at the 2015 SMA Awards, the Gulli leanback HbbTV app with a horizontal navigation design will be showcased at IBC. The NRJ 12/Cherie 25 HbbTV service, also displayed on our stand, provides access to EPG, Replay and radio content from an ergonomic vertical display design. Meet our HbbTV Experts at booth 14L01.

**Zenterio**  
Hall 14 / Booth D14 (ACCESS)  
Zenterio OS 15.2 includes full support for HbbTV broadcast-based applications, allowing TV operators to take full advantage of HbbTV even in non-connected environments. Zenterio has rolled out HbbTV functionality together with European TV operator M7 in the Netherlands. “HbbTV is becoming the de-facto standard in many parts of the world, and in an increasing number of countries regulations mandate support for HbbTV. Zenterio already has vast experience in hybrid deployments world wide and in cooperation with ACCESS, we can leverage our combined experience and create an even more attractive offering to operators in those countries,” said Marco Frattolin, VP Product Management, Zenterio. Zenterio HbbTV demo is available at IBC at the ACCESS booth.

more information about HbbTV: www.hbbtv.org