

Rich interactive TV from the cloud,
with or without STB

ActiveVideo and CI+

Endless possibilities On-Demand – Without a Set-Top Box

Imagine the world of possibilities when rich interactive television is delivered from the network directly to the TV, without the need for a STB. ActiveVideo's cloud-based interactive approach enables cable and IPTV providers to do just that to CI+ enabled integrated digital televisions.

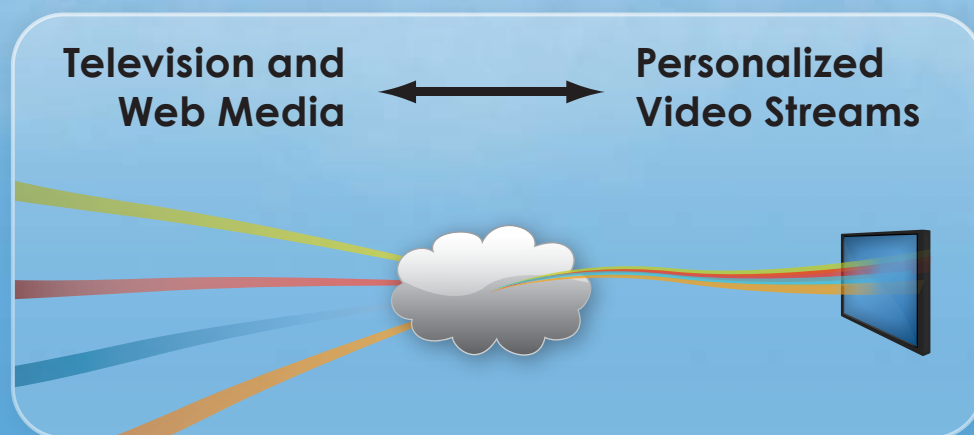
ActiveVideo brings the power of the network cloud to the next generation of TVs by placing the application and video processing load within the network and leveraging the two-way capabilities of the CI+ conditional access module.

Using our platform, operators supporting the CI+ standard can provide such advanced user interface applications as VoD navigation, rich interactive ads and Web video to television sets without the need for a separate digital or IPTV set-top box.

ActiveVideo delivers cloud-based content as a single MPEG stream, so that it can be received and decoded by any CI+, digital or web-connected CE-device, and seamlessly connects to existing back end systems. Viewers interact with television content just as they do on the Web, allowing operators, programmers and advertisers to increase engagement at the TV, where the value of viewers is greatest.

ActiveVideo enables cable and IPTV providers supporting CI+ to deliver the rich interactive experiences that will generate viewers and revenue, while eliminating the expense of providing costly set-top boxes to every subscriber.

Moreover, the ability of ActiveVideo's cloud-based approach to deliver a consistent interactive experience across all devices – including CI+ TVs, set-top boxes and web-connected CE gear – can help cable and IPTV providers to meet the needs of programmers, advertisers and viewers during the transition to a CI+ environment.



Operator Advantages

- Enables VOD, Catch up TV & nPVR without a STB
- No more STB in the field: CAPEX reduction
- Improved customer experience
- Cable or IPTV operators control look & feel of viewer interface
- Same applications can run on existing STBs
- Runs alongside existing VOD systems

Subscriber Advantages

- Elimination of STB cost, complexity and footprint
- Access to a wide variety of on-demand services
- Rich, dynamic user experience
- Easy to install
- One remote control