

2010

# Advanced Video Product Guide

tru2way® ETV/EBIF On Demand Advanced Advertising TV Everywhere Cross-platform

## EXCLUSIVE LISTINGS

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- Key Contacts
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## The 10 Hottest Tech Trends for '10

## Sneak Peek: The Next Decade

Published by **Interactive TV Works**

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# Sneak Peek: The Next Decade

**T**hink about this: When this decade began, the U.S. cable industry served 6 million subscribers of digital cable service. Today it has more than 40 million digital customers, two-thirds of its total subscriber base.

In 2000, there were 1.9 million cable high-speed Internet customers. Most Americans got the Internet through dial-up modems, and cable was competing against telephone DSL services. Today, according to NCTA data, there are more than 40 million cable Internet customers, while dial-up and even DSL are fading.

In 2000, there was no cable-supplied HDTV or DVR service and the first video-on-demand systems were being deployed. Several cable multiple system operators (MSOs) had small deployments of circuit-switched telephone service. Now cable's voice over Internet protocol (VoIP) is growing rapidly, with more than 21 million customers.

There were 281 national cable programming networks in 2000; today there is nearly twice that number, according to FCC statistics. DirecTV and Dish Network satellite services were well-established by 2000, but nobody had heard of FiOS or U-verse. There was no mobile TV, and attempts to get interactive TV off the ground kept hitting roadblocks.

In 2000 there was no YouTube, Facebook, or MySpace. Google was in its infancy. The launch of the iPod was a year away and the shockwaves from Napster were just beginning.

The worlds of cable, media, entertainment, and telecommunications were revolutionized by digital technology. Who could have predicted such a monumental seachange in the span of 10 years? Just think what the next decade will bring—if you possibly can.

The 2010 Advanced Video Product Guide is a testament to how digital technology is changing the industry. Most of the companies listed in the Product Guide did not exist in 2000 and their vast array of advanced video products and services could not be foreseen. Together, they provide a sneak peek of what's to come in the next decade.

Now that cable has firmly established its television, broadband and phone platforms, it is well positioned to deploy innovative new services for consumers. The industry can rely upon a vibrant community of content providers and technology innovators to help deliver new capabilities that will enhance consumers' video experience and leverage the unique power that cable provides.

We hope the Product Guide provides a convenient handbook for buyers to identify companies and find products and services to support their advanced video ventures. You also can get a free electronic version on the Tru2way Guide web site, [www.ctam.com/tru2way](http://www.ctam.com/tru2way).

Tomorrow will bring more excitement and more innovation. We look forward to what is coming next, and to supporting your efforts.

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**Silver**

**enableTV, icueTV, Tandberg TV, UniSoft**

**Bronze**

**Harmonic, Rovi**



Craig Leddy

**Interactive TV Works**

[www.interactivetvworks.com](http://www.interactivetvworks.com)

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# 10 Hot Tech Trends for '10

## These Innovations Will Drive Advanced Video in the Next Decade

By Craig Leddy, Interactive TV Works

**C**able has used digital technology to dramatically expand services for consumers throughout this passing decade. The much-anticipated 500-channel universe has come to fruition (and then some), video-on-demand options abound, HDTV and DVRs have revolutionized TV viewing, and the Internet has become a new conduit for video.

Cable has created well-established platforms for video, data, and voice, to the extent that the industry is now poised for its next phase. Call it "cable digital 2.0," if you will.

What will be the driving forces behind cable's advanced video developments in 2010? Here are Interactive TV Works' picks for the hot trends to watch.

### 1. TV Everywhere

The TV Everywhere initiative kicked off in June as a way for cable operators to give their customers access to more programming online and on cable-fed devices. Initially, the effort will help cable operators and programmers to resolve the issue of licensed programming going online and curtail the so-called "cord cutting threat" of consumers dropping cable television service.

Currently operators and programmers are working through the challenges of authenticating consumers and providing a quality video experience online. Even if cable cannot overcome the thorny business and rights issues inherent in TV Everywhere, it has jumpstarted the industry's thinking about how to embrace broadband video on a large scale.

Long-term, the effort will have far-reaching effects. TV Everywhere will produce more broadband video and prompt an eventual migration to all-IP (Internet Protocol) cable, a trend that will shape cable technology activity through the next decade (see number 3).

### 2. Going 'All-Digital'

Efforts by cable systems to go "all-digital" shifted into high

gear in 2009 and will continue throughout 2010. Cable operators are seeking to convert their analog bandwidth to digital in order to increase capacity for more HDTV channels and new services. (The all-digital label is a misnomer for many cable systems that will maintain an analog tier of lifeline services for their customers who want it).

Cable is taking three major approaches to go all-digital:

1. Expand bandwidth, by upgrading plant to 860 MHz or even 1 GHz
2. Switched digital video (SDV), which opens capacity for digital services by passing through only those channels that are being currently viewed
3. Analog reclamation, in which digital terminal adapters (DTAs) are used to maintain TV service on analog TVs, then analog bandwidth is converted to digital

### 3. Going 'All IP'

Once cable systems go all-digital, will going all-IP be much further behind? By transitioning to all-IP service delivery, cable operators could use bandwidth more efficiently, erase the barriers between its television and broadband platforms, and take advantage of common sets of software, solutions, and devices.

Major MSOs are known to be studying the advantages and feasibility of going all-IP. Suppliers already are offering hybrid solutions that merge legacy cable technologies with IP-based capabilities.

## TV Everywhere will produce more broadband video and prompt an eventual migration to all-IP cable.

TV Everywhere could serve as a catalyst for cable to migrate to IP delivery, eventually even for full TV channels, like IPTV systems. (It is more correct to label cable's transition as "all-IP" rather than "IPTV" since it is more comprehensive than implementing one of the currently available IPTV platforms.)

While such a transition will take years to fully implement, explorations of IP delivery will move squarely onto cable's radar screen in 2010. The all-IP transition will dominate cable technology activity throughout the next decade and beyond, much as digital has dominated activity over the past 15 years. ➔



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#### 4. Interactive TV (ETV/EBIF, tru2way)

Cable operators and programmers currently are embracing enhanced TV, using simple interactivity offered by EBIF (enhanced binary interchange format), as a stepping stone toward richer interactivity provided by tru2way, using the OpenCable Application Platform (OCAP).

Consumers increasingly will be able to click on widgets to get instant weather, news, and sports, or enhance their viewing experience with interactive applications tied to the programs that they're watching.

For tru2way, MSOs including Time Warner Cable, Cox Communications, and Bright House Networks have rolled out new interactive program guides as a first step. New tru2way set-tops include DOCSIS Set-top Gateway (DSG) capability, which could be used to feed Web content into tru2way's graphically rich, Java-based interfaces on TV.

And what about those promised tru2way HDTV sets? Economics and other factors kept them off the store shelves in 2009 (except some Panasonic models) and some observers anticipate that they will return in 2010.

#### 5. Advanced Advertising

As interactive TV attracts eyeballs, interactive advertising opportunities will follow. Canoe Ventures, the MSO-based enterprise devoted to advanced advertising, is seeking to use EBIF as a starting point for clickable ads on TV.

Also on the advanced advertising front is targeted TV—delivering ads to the most relevant audience, with exact digital measurement. Eventually cable will provide addressable advertising capable of delivering messages tailored to individual homes.

#### 6. Wideband Internet

Rev it up! As DOCSIS 3.0 specifications take root, cable operators can offer Internet downstream speeds approaching 160 Mbps. Comcast expects to roll into 2010 with 80% of its plant wideband-ready, while other MSOs are deploying in select markets at various speeds. Wideband provides the foundation for more IP video, services, features, and innovations.

#### 7. Next-Generation On-demand

On-demand capabilities are taking on many forms in the cable industry these days. Many MSOs are implementing next-generation architectures which, along with increased digital bandwidth, will expand on-demand lineups with

more movie titles, more local and niche content, and more capabilities, such as HD VOD (3D HD movies may even be in the offing). These new systems make it easier for cable systems to tailor content for different platforms or different devices.

Meanwhile, cable continues to develop time-shifted TV services, such as Cox Communications' My Primetime and Time Warner Cable's Look Back, which allow on-demand viewing of previously aired TV programs.

#### 10 Hot Tech Trends for '10

1. TV Everywhere
2. Going 'All-Digital'
3. Going 'All-IP'
4. Interactive TV (ETV/EBIF, tru2way)
5. Advanced Advertising
6. Wideband Internet
7. Next-Generation On-demand
8. Cross-platform Capabilities
9. Wireless
10. Home Networking and Mobility

In a variation on the popularity of DVRs, MSOs are exploring the advantages of network DVR (NDVR), or remote storage DVR (RS-DVR) as Cablevision calls it, in which all DVR functionality and storage is managed at the cable headend rather than a set-top box inside the home.

#### 8. Cross-platform Capabilities

Now that cable has built these great video, voice and data platforms, how can it create a true convergence

between them? The industry is working on ways to tear down its separate service silos and enable video and other content to flow freely between platforms. From a technical standpoint, the industry is integrating new technologies for video processing, formatting, encoding, content management, and other requirements for delivering video content to various platforms and devices.

#### 9. Wireless

How does cable go wireless? That's a question being tackled by Clearwire, a company whose backers include major MSOs, Sprint, Intel and Google. Clearwire's plans, which reportedly center on Wi-Max mobile broadband services, will become clear soon. TV programming and other video could be a part of the service mix.

#### 10. Home Networking and Mobility

Once cable brings video to the house, there are many ways to move it around the house. Some MSOs are eyeing multi-room DVRs, digital media gateways, portable devices, and new navigation schemes to move video programming and other content from room to room or even from device to device.

Cable operators can utilize several sets of recently established technical specifications to enable customers to watch video anywhere in the home, or to take it with them outside of the home. It's just another way that cable will give consumers greater capability to watch what they want, when they want, and where they want, throughout 2010 and beyond.

# The Product Guide

The following directory includes companies, key contacts, products and services that support tru2way®, ETV/EBIF, advanced advertising, on demand, broadband video, and other next-generation video services for the cable industry.

This directory can be used by cable companies, programmers, advertisers, applications developers, and other involved parties to find products and services from industry leaders. Nearly 50 companies submitted their product information and plans to Interactive TV Works, the publisher of this guide. Product Guide sponsors are highlighted by logos and additional information.

To help guide readers, companies categorized themselves based upon whether they provide: Infrastructure Support (headend, transport equipment, related solutions); Devices (set-top boxes, HDTVs, DVRs, others); Content Management (application playout, carousels, delivery); Software & Tools (middleware, authoring tools, testing); Applications Development (content creation, production); Content (video programming, guides, applications), Advanced Advertising (solutions, tools measurement, services), or Other.

**To update your Product Guide directory listing, or to add your company, send information to [directory@interactivetvworks.com](mailto:directory@interactivetvworks.com)**

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## **ActiveVideo Networks**

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333 West San Carlos Street, Suite 400  
San Jose, CA 95110  
408-931-9200  
[www.activevideo.com](http://www.activevideo.com)  
Content Management, Software & Tools, Applications  
Development, Content, Advanced Advertising

## **Advanced Digital Broadcast (ADB)**

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10901 W 120th Avenue, Suite 220  
Broomfield, CO 80026  
303-474-8600  
[www.adbglobal.com](http://www.adbglobal.com)  
Devices, IPTV/Cable

## **Alticast**

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11001 W 120th Avenue, Suite 300  
Broomfield, CO 80021  
720-887-1700  
[www.alticast.com](http://www.alticast.com)  
Content Management, Software & Tools, Applications  
Development

## **ARRIS Group**

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3871 Lakefield Drive  
Suwanee, GA 30024  
678-473-2000  
[www.arrisi.com](http://www.arrisi.com)  
Infrastructure Support, Devices, Content Management,  
Software & Tools, Applications Development, Advanced  
Advertising

## **BIAP**

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5800 Granite Parkway, Suite 480  
Plano, TX 75024  
972-464-5880  
[www.Biap.com](http://www.Biap.com)  
Software & Tools, Applications Development, Content,  
Advanced Advertising

## The Product Guide

### BigBand Networks

475 Broadway Street  
Redwood City, CA 94063  
650-995-5000

[www.bigbandnet.com](http://www.bigbandnet.com)

Infrastructure Support, Software & Tools, Advanced Advertising, Multi-Platform Video Delivery

### BlackArrow

155 Bovet Road, Suite 207  
San Mateo, CA 94402  
650-376-8400

[www.blackarrow.tv](http://www.blackarrow.tv)

Advanced Advertising

### Cisco

5030 Sugarloaf Parkway  
Lawrenceville, GA 30043  
800-553-6387

[www.cisco.com/go/tru2way](http://www.cisco.com/go/tru2way)

Infrastructure Support, Devices, Content Management, Applications Development



### Comcast Media Center

4100 E Dry Creek Road  
Centennial, CO 80122  
303-486-3800

[www.comcastmediacenter.com](http://www.comcastmediacenter.com)

Infrastructure Support, Content Management

Denver-based Comcast Media Center (CMC), a business unit of Comcast Cable, provides centralized content management and distribution solutions for cable systems, television networks, video content providers and advertisers. CMC's ongoing technology innovation allows us to deliver scalable, revenue-generating advanced video services.

Applications and Middleware: Homer Gonzalez, III,

Director, Products and Services, 303-267-6791,  
[Homer\\_GonzalezIII@cable.comcast.com](mailto:Homer_GonzalezIII@cable.comcast.com)  
Cable MSOs: Allison Olien, Account Manager,  
Commercial Services, 303-486-3968,  
[Allison\\_Olien@cable.comcast.com](mailto:Allison_Olien@cable.comcast.com)

#### Products & Plans:

HITS AxIS is a suite of advanced services for cable operators to take advantage of Comcast Media Center's centralized infrastructure and support of interactive TV applications, including ETV and the tru2way® platform. The CMC provides cable operators with the ability to cost-effectively deploy interactive applications to their customers.

The HITS AxIS business model allows for significant cost savings to MSOs, even before including the value of the applications (revenue generation, competitive parity, churn reduction, or cost avoidance). Additionally, HITS AxIS offers a path towards the deployment of increased interactivity through tru2way.

### Concurrent

4375 River Green Parkway, Suite 100  
Duluth, GA 30096  
678-258-4000

[www.ccur.com](http://www.ccur.com)

Infrastructure Support, Software & Tools, Advanced Advertising



### enable TV

2040 14th Street  
Boulder, CO 80302  
303-301-1500

[www.enableTV.com](http://www.enableTV.com)

Software & Tools, Applications Development

enableTV, Inc. provides technology and professional serv-

ices solutions to network operators, consumer electronics manufacturers and content providers to accelerate the time to deployment. The company has an extensive services offering for design, development, testing, and integration of interactive technology within legacy, ETV/EBIF, and OCAP/tru2way environments. Products include deployment-ready tru2way reference implementation (RI) middle-ware, testing and development tools, including a mini-headend, EBIF and OCAP application templates, and pre-certification packages from its Independent Test Lab.

Mark Malinak, VP, Business Development, 512-671-3613, mmalinak@enabletv.com

### Ensequence

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111 SW 5th Avenue, Suite 1400  
Portland, OR 97204  
503-416-3800

[www.ensemble.com](http://www.ensemble.com)

Content Management, Software & Tools, Applications Development, Advanced Advertising, Interactive TV Management Solutions

### Evolution Digital

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7347 S Revere Parkway, Bldg A  
Centennial, CO 80112  
800-315-2253  
[www.evolutionbb.com](http://www.evolutionbb.com)  
Infrastructure Support, Devices

### ExtendMedia

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199 Wells Avenue, Suite 105  
Newton, MA 02459  
617-332-5700

[www.extend.com](http://www.extend.com)

Content Management, Software & Tools, Advanced Advertising, Multi-screen Video Management

### Fox Cable Networks

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PO Box 900  
Beverly Hills, CA 90213-0900  
310-369-1000  
[www.fox.com](http://www.fox.com)  
Content



### Harmonic

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641 Baltic Way  
Sunnyvale, CA 94089  
408-542-2500

[www.harmonicinc.com](http://www.harmonicinc.com)

Infrastructure Support, Content Management, Software & Tools, Applications Development, Advanced Advertising

Harmonic Inc. is redefining video delivery with the industry's most powerful solutions for delivering live and on-demand video to TVs, PCs and mobile devices. Harmonic offers a unique and comprehensive solution portfolio including encoding, transcoding, content preparation, stream processing, asset management, edge processing and delivery. Broadcast, cable, Internet, mobile, satellite and telecom service providers around the world choose Harmonic solutions to reduce costs and differentiate their services by offering consumers a higher quality, personalized multi-screen experience.

### HBO

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1100 Avenue of the Americas  
New York, NY 10036  
[www.HBO.com](http://www.HBO.com)  
Content



### HSN

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1 HSN Drive  
St. Petersburg, FL 33729  
[www.affiliate.hsn.com](http://www.affiliate.hsn.com)  
Content

HSN, an operating segment of HSN, Inc. (Nasdaq: HSNL), is an interactive lifestyle network and retail destination, offering a cultivated assortment of exclusive products

## The Product Guide

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and top brand names. HSN reaches 91 million homes and is a leader in technological innovation including services like Shop by Remote, Video on Demand, and HSN's recently launched iPhone application.

Peter Ruben, EVP, Affiliate Relations, 212-314-7327,  
Peter.ruben@hsn.net

John McDevitt, VP, Advanced Services, 727-872-7628,  
John.mcdevitt@hsn.net

Sean Bunner, Operating VP, Advanced Services,  
727-872-7035, Sean.bunner@hsn.net

### Products & Plans

HSN fully supports the tru2way specifications and is excited about the possibilities this uniform technology and platform will provide in the way of better and more interactive customer experiences. We will be looking for opportunities to build on our current Shop by Remote application with any new functionality provided through tru2way, as well as possibilities for new applications.



### icueTV

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210 Lake Drive East, Third Floor  
Cherry Hill, NJ 08002  
856-779-2700

[www.icueTV.com](http://www.icueTV.com)

Content Management, Software & Tools, Applications  
Development, Advanced Advertising

Ryann Thornton, Director of Operations,  
rthornton@icueTV.com, 856-779-2700, x4106

### Products & Plans

icueTV is actively engaged in supporting interactive applications that enhance the television experience for cable companies, developers, broadcasters and advertisers, with an innovative suite of business and management tools which create opportunities for true commerce-driven interactivity. Providing an expanded and richer version of t-commerce, the icueTV system includes: voting, polling, click to email, lead generation, RFI fulfillment, data aggregation and analysis, reporting, video and audio down-

loads, and direct product purchases. icueTV provides a flexible, scalable and robust t-commerce back-end fulfillment platform.

Whether standing alone or working with any existing set-top box applications, the icueTV system is an intuitive platform for fulfilling viewers' interactivity needs. The system is already working with several highly integrated fulfillment partners. icueTV partners with leading service providers, technology suppliers, and application developers to share ideas that create the perfect product.

### IMAGE (Interactive Meet & Greet Entertainment)

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PO Box 702

Hudson, MA 01749

508-788-5474

[www.MeetAndGreet.TV](http://www.MeetAndGreet.TV)

Applications Development, Content, T-Commerce

### Imagine Communications

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12235 El Camino Real, Suite 100

San Diego, CA 92130

858-480-0110

[www.imaginecommunications.com](http://www.imaginecommunications.com)

Video Processing Technology

### INVIDI

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420 Lexington Avenue, Suite 845

New York, NY 10170-0038

212-542-2450

[www.invidi.com](http://www.invidi.com)

Advanced Advertising

### itaas

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11695 John's Creek Parkway, Suite 300

Duluth, GA 30097

770-368-4024

[www.itaas.com](http://www.itaas.com)

Software & Tools, Applications Development

## The Product Guide

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### MediaFriends (formerly Integra5)

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120 Presidential Way  
Woburn, MA 01801  
www.mediafriendsinc.com  
Content Management, Applications Development,  
Advanced Advertising, Social Media Applications

### Microsoft Advertising

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303-875-9477  
www.advertising.microsoft.com  
Advanced Advertising

### Mixed Signals

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222 N Sepulveda Boulevard, Suite 1750  
El Segundo, CA 90245  
310-227-8620  
www.mixedsignals.com  
Software & Tools, Digital Signal Monitoring  
ddonnelly@mixedsignals.com

### Motorola Home & Networks Mobility

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101 Tournament Drive  
Horsham, PA 19044  
www.Motorola.com  
Infrastructure Support, Devices, Software & Tools

### Nagravision

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841 Apollo Street  
El Segundo, CA 90245  
310-335-5225  
www.nagravision.com  
Devices, Content Management, Software & Tools,  
Conditional Access Systems

### NDS

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3500 Hyland Avenue  
Costa Mesa, CA 92626  
714-434-2100  
www.nds.com  
Infrastructure Support, Content Management, Software &  
Tools, Applications Development, Advanced Advertising,  
Conditional Access Systems

### RGB Networks

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390 West Java Drive  
Sunnyvale, CA 94089  
408-701-2700  
www.rgbnetworks.com  
Infrastructure Support



### Rovi (formerly Macrovision)

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2830 De La Cruz Boulevard  
Santa Clara, CA 95050  
408-562-8400  
www.rovicorp.com  
Content, Advanced Advertising

Rovi Corporation is focused on revolutionizing the digital entertainment landscape by delivering solutions that enable consumers to intuitively discover and connect to new entertainment from many sources and locations. The company provides industry leading interactive media and program guides; catalogs of entertainment metadata; advanced media recognition solutions; and industry standard networking technologies for the discovery of new media. These solutions are employed by companies working to create a more cohesive and seamless entertainment experience for the consumers.

Bob Shallow, SVP, Worldwide Sales - Service Providers,  
212-824-0459, bob.shallow@rovicorp.com  
Bill Thomas, SVP, Product Management, 610-293-8590,  
william.thomas@rovicorp.com  
Sharon Metz, VP, Vertical Marketing, 610-293-8913,  
sharon.metz@rovicorp.com

### Samsung

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105 Challenger Road  
Ridgefield Park, NJ 07660  
201-229-4000  
www.samsung.com  
Devices

### Showtime Networks

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1633 Broadway  
New York, NY 10019  
www.sho.com  
Content

### Sigma Systems

55 York Street, Suite 1100  
Toronto, ON, Canada, M5J1R7  
888-SVC-MGMT  
www.sigma-systems.com  
Software & Tools, Advanced Advertising, Service Support

### Softel-USA

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800 Connecticut Avenue, East Wing  
Norwalk, CT 06854  
203-354-4602  
www.softel-usa.com  
Content Management, Software & Tools, Advanced Advertising

### Starz Entertainment

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8900 Liberty Circle  
Englewood, CO 80112  
720-852-7700  
www.starz.com  
Content, Applications Development

### Sun Microsystems

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4150 Network Circle  
Santa Clara, CA 95054  
800-555-9SUN  
www.sun.com  
Software & Tools

### Synacor

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40 La Riviere Drive, Suite 300  
Buffalo, NY 14202  
716-853-1362  
www.synacor.com  
Content Management, Applications Development, Content



### TANDBERG Television, Part of the Ericsson Group

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4500 River Green Parkway  
Duluth, GA 30096  
678-812-6300  
www.tandbergtv.com  
Infrastructure Support, Content Management, Software & Tools, Applications Development, Advanced Advertising

TANDBERG Television, part of the Ericsson Group, provides award-winning advanced compression systems, on-demand and content distribution solutions that enable new television experiences and revenues. With a broad suite of open, standards-based products, TANDBERG Television offers the highest quality solutions for VOD, HDTV, and IPTV.

Bob Waln, Senior Director, Software Product Management, 678-812-6318, bwaln@tandbergtv.com  
Brad Ferris, VP, Business Development, 678-812-6329, bferris@tandbergtv.com

#### Products & Plans

TANDBERG Television offers a comprehensive suite of solutions designed to profitably address each major VOD domain: advanced advertising, content management, back-office, time-shifted TV and content delivery. Featured products include:

- WatchPoint Content Management System (CMS)
- OpenStream Digital Services Platform (DSP)
- Xport Time-Shifted TV
- AdPoint Advanced Advertising Platform
- MediaPath Secure Content Delivery System (SCDS)

To stay ahead of the competition, operators must allow subscribers to watch what they want to watch, when they want to watch it. TANDBERG Television remains focused on operator-delivered services, helping its clients to become the "Televisionaries" of today and tomorrow.

### This Technology

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11 East 44th Street  
New York, NY 10017  
212-253-9633  
www.thistech.com  
Infrastructure Support, Advanced Advertising

## The Product Guide

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### Thomson

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46, Quai Alphonse Le Gallo  
92648 Boulogne Cedex  
France  
+ 33 1 41 86 50 00

Devices, Content Management, Software & Tools,  
Applications Development, Advanced Advertising

### Turner Broadcasting System

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One CNN Center, 11th Floor, North Tower  
Atlanta, GA 30303  
404-827-2155  
www.turner.com  
Content



### UniSoft

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10 Rollins Road, Suite 118  
Millbrae, CA 94030-3128  
650-259-1290  
www.unisoft.com

Infrastructure Support, Content Management, Software &  
Tools, Applications Development, Advanced Advertising

UniSoft Corporation is a software company that specializes in the provision of broadcast, development and testing tools specific to interactive TV standards for the U.S. cable industry. Our primary focus is on tru2way (OCAP) and ETV/EBIF.

Audrey Ruelas, Director, 650-333-9394,  
audrey@unisoft.com  
Guy Hadland, CTO, 650-259-1290, grh@unisoft.com

#### Products & Plans

1. S&T's TSBroadcaster 2 carousel generator, supporting:
  - ETV application delivery, with CoDF import/export
  - OCAP bound applications
  - OCAP unbound, traditional OOB and DSG
  - OCAP Common Download, traditional and DSG
  - delivery of SCTE 65 Profile 2 channel maps, CVTs

- and data carousels to DTA devices
2. OCAP SFG, OCAP code image and application signing tool
  3. XAV Server, application validation and conformance testing for tru2way and ETV
  4. S&T's ETV CoDF Application Inserter - places EBIF applications into spots and static VOD sessions  
Plans include:
    - Automation system support for Harris, Omnibus and Pro-Bel
    - Enhancements for SCTE-130 and Cablelabs SaFI

### Via Licensing

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1000 Brannan Street, Suite 200  
San Francisco, CA 94103  
415-645-4700  
www.vialicensing.com  
Patent Licensing

### Visible World

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460 W 34th Street, 14th floor  
New York, NY 10001  
212-739-1900  
www.visibleworld.com  
Advanced Advertising

### VividLogic

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40994 Encyclopedia Circle  
Fremont, CA, 94538  
510-979-1394  
www.vividlogic.com  
Devices, Software & Tools, Advanced Advertising

### The Weather Channel

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300 Interstate North Parkway SE  
Atlanta, GA 30339  
www.weather.com  
Content



### Zodiac Interactive

99 West Hawthorne Avenue, Suite 204  
Valley Stream, NY 11580  
516-619-3170  
www.zodiac.tv  
Applications Development, Content, Software & Tools

Zodiac Interactive provides a comprehensive suite of ITV products and services, including a middleware infrastructure and a presentation engine supporting both legacy and next-generation platforms. Zodiac's platforms, running on over 8 million set-top boxes, provide significantly improved ROI due to rapid application development and significant improvement in STB efficiency and reliability.

Brandon Brown, CEO, [brandon@zodiac.tv](mailto:brandon@zodiac.tv)  
General Inquires, 516-619-3170, [sales@zodiac.tv](mailto:sales@zodiac.tv)

#### Products & Plans

Supported operating systems and environments include:

- PowerTV
- Tru2way
- EBIF

Applications and frameworks:

- Program guides
- UI portals
- Movie and content guides
- Internet-based services and widgets

## Join, Learn and Succeed

A vibrant community is forming to support the development of advanced video services, including these growing groups.

#### •CTAM Advanced Cable Solutions

**Consortium** (formerly On Demand Consortium) consists of more than 300 individuals, including cable providers, programmers, hardware and software suppliers, and researchers. CTAM also offers the tru2way Guide ([ctam.com/tru2way](http://ctam.com/tru2way)). Contact: Angie Britt, [angie@ctam.com](mailto:angie@ctam.com)

•**CableLabs OpenCable Project** on Java.net helps developers to learn about tru2way specifications and share development experiences.

CableLabs maintains [tru2way.com](http://tru2way.com) and [opencable.com](http://opencable.com) and holds regular forums. Contact: Phil Bender, [p.bender@cablelabs.com](mailto:p.bender@cablelabs.com)

#### •The OCAP/EBIF Developer Network,

[oedn.net](http://oedn.net), provides an online ITV developer ecosystem. OEDN recently posted EBIF user agent specifications, got backing by four additional MSOs, and created a development kit for college students. Contact: Will Kreth, [will.kreth@twcable.com](mailto:will.kreth@twcable.com)

Other cable member organizations run committees and events that address advanced video development. Suppliers offer developer programs and training.

Published by **Interactive TV Works**

Promoting Advanced Video Services

Professional Writing • Market Analysis • Strategic Consulting • Industry Training

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and I would highly  
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part of everyday  
business conversations.'**

— *Local cable division manager*

**'Great presenters,  
great course, great  
atmosphere.'**

— *MSO product manager*

**Schedule Today**

**How Cable Goes to Market**

**Craig Leddy, *Interactive TV Works*, [cleddy@interactivetvworks.com](mailto:cleddy@interactivetvworks.com)**



## Deploying tru2way® does not require leaving legacy behind

What do your subscribers experience when they press the guide button? Is your legacy infrastructure preventing you from deploying next generation applications and services?

**Zodiac Interactive - Providing an integrated solution for legacy to next generation**