



Avalpa apps for digital television

Digital tv is audio/video and something more!

As you know, digital tv improves not only audio and video stream but also a wealth of information elements both old and new ones.

If you want to keep up with all this potential added value and related business, contact Avalpa people.

Avalpa is a long time player in TV service development! Here follows some examples from different contexts.

We can roughly split the market in three main use cases:

- service always on air for broadcast: like EPG, news and meteo
- content related application for enhanced programming (games, infotainment)
- third party applications for valued added services (gambling, t-government)

Let's review some real stuff we made along the years.



These services can work differently along a range of devices, so we are going to tick on which of the STB classes are available, from simpler to best:

			
Zapper	Blue STB	Gold	Avalpa

Basic apps for network operator / broadcaster

These are the applications any serious broadcaster should put on air along his content.

			
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Classical Electronic Program Guide: can you live without it? Those carefully selected metadata will be very

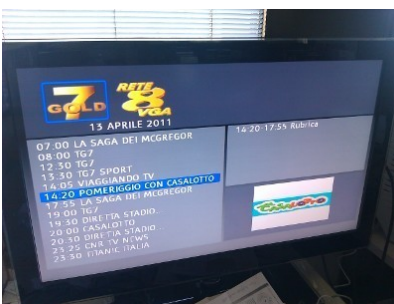
appreciated by your audience if properly formatted (upper/lower case, different

charset); main genres; info about **parental control** are also mandatory in many countries.

Advanced Program Guide:

enhance the program guide with a real app, PROs:

- uniform info presentations along many different box and tv
- keep people entangled in your channel bouquet,
- add fancy graphics and show images for your events,



			
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go on beyond that old '90 text-only classical EPG! Your subscribers deserve a better experience, after all.



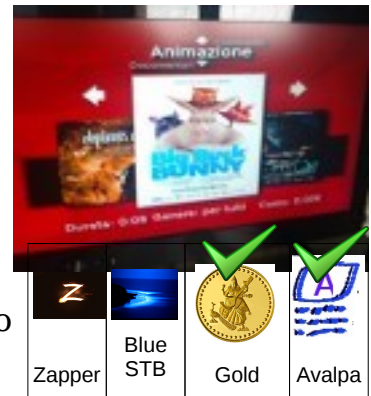
Teletext must die!? it was born so many years ago but its deployment is still massive, Avalpa still supports it because it's the most common standard for **news and subtitles** too!



Then there are also advanced solutions for improved navigation and experience, like for **weather info** on the left. You'll need **interactive tv or STB** to enjoy.



As "connected device" are increasing a lot, **Video on demand** is another valued added application for an advanced broadcaster, with interactive STB you can push content to end users and eventually overcome the limit of broadcast with broadband relief!

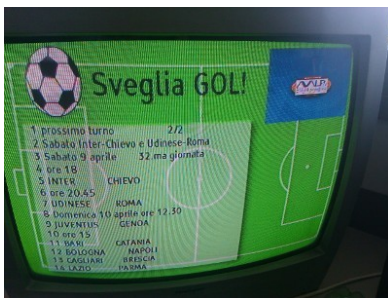


Mosaic: Avalpa could customize many kinds of mosaic effects: live images, logos, screenshots, audio change, really everything...



Service content related and third parties

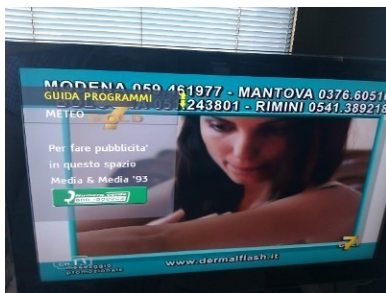
There's of course huge room for third parties interactive content on advanced STB, as in these examples:



Event related applications (soccer scores!): add more fun and information to your audience.



Edutainment applications for kids programs: a fun mixture of e-learning, game skills, basic sounds and simple graphics for first grades kids, it featured main character speak from a famous italian actor and compelling story line.



Retro-gaming applications: they are old but still engaging and set up a great time both for parents and kids, somebody would say they are "vintage".



Application manager: so many confusing, how to present them? invite the user the new with the current vision.



services they are too An application launcher should experiences without interfere