Mhp server: interactive digital tv

Introduction

Mhp server is Avalpa product for interactive digital television.
When deployed in the broadcaster premises or in a residential head-end, it will deliver interactive (MHP or other standards) digital tv services that can be received on the broadest range of interactive DTV set top box (MHP, MHEG5, OCAP).

The issues and our proposal

Actually interactive digital tv means small applications that can be carried on the network airwaves to reach user decoder, exploit already present computing capabilities and improve user experience. It's that simple.
You shouldn't destroy the user expectation of the simple and colorful television experience!

With interactive tv you can put in place some information and entertainment services like, for example:

- Graphical news channel and sport/weather application
- Zodiac and astrological forecast
- Interactive advertisement (dynamic and ready for t-commerce extension for on-line purchasing)
- A better representation of your **program schedule (EPG)** with pictures of the programs and details about it: we'll give you a performing and cute graphical electronic program guide
- **Games and interactive fun** on tv: we'll give you challenging games to give your viewers plenty of fun, and much more stuff to hang in front of tv set, so you could profile your viewers and push some more targetted ads..

In the standard Avalpa setup, you can already find some **running demo of these applications**. You just need to customize it.

Conclusion

The **MHP server** is a needed device in your broadcaster network. Avalpa can provide you with a rock solid device and give you all the professional services about it, from consultancy to deployment (and integration with content management systems) and mainteinance for a long term hassle free service.

Introduction to Avalpa MHP server

MHP server plays a crucial role in the next generation broadcaster network; it can generate, transform and plays any kind of data carousels over MPEG2 transport streams.

MHP server could run on a GNU/Linux x86 OS from solid state disk (**no moving parts**)

MHP server should be put next to the DVB multiplexer (**DVB ASI link)** and both devices need to be configured accordingly, to exploit the bests of the configuration with regard to reliability and faulty situations.

Actually, this MHP server has been installed on many DVB networks using Screen Service, Scientific Atlanta, Scopus and other vendors multiplexer. [each trademark is of its owner]

Features available on Avalpa MHP server

Here we report some of the most important features available :

PSI generator	Describe the tables you need to signal interactive applications (**AIT, dsmcc descriptors** ..)
Object/Data carousel generator	Compile filesystems in the set of modules, sections and TS packets to be broadcasted for many useful services
Compressed filesystems	You can save some bandwidth if you compress the application filesystems.
Stream events	Useful for applications to be synchronized with audio video events. (Games, T-learning services)
Running update	You can update the interactive applications or their datasets without interrupting the service. Some applications running on the decoder can automagically refresh their screens, if programmed accordingly.
OTA upgrade	utility features for unmanned remote upgrade of devices

Call to action now!

This should give you an idea of what **MHP server** can do for you.
If you want more info, talk about your specific issues, have a demo of the system in action or get a quotation for a solution tailored to your exact requirements, please write us at info@avalpa.com or phone at **+39 0514187531**.