



# DigiHost Service Delivery Platform

Powering Choice for IPTV and Hybrid Operators





**As the race to win the hearts and minds of customers intensifies, IPTV operators must focus on delivering differentiated services to realise the promise of IPTV. By availing of the power of IPTV and the Digisoft solution, operators have a more competitive advantage to deliver new and innovative services that extend beyond traditional TV and pay-per-view services.**

The Digisoft solution includes the DigiHost Service Delivery Platform that empowers IPTV operators to captivate and attract customers by providing compelling, one-of-a-kind revenue generating interactive services and applications.

The DigiHost Service Delivery Platform supports and manages the user experience delivery of interactive TV services through the Digisoft Java-based program guide (or IPG) on set-top boxes and other client devices such as PCs and portable storage devices. It includes a powerful integration architecture to allow connection to existing head-end servers such as asset and entitlement, member management, and OSS or BSS.

On the client side, Digisoft enables the delivery of studio-rated secure, high performance, HD-capable set-top boxes from multiple manufacturers supporting HDCP and other copy protection standards.

The combination of DigiHost with Digisoft's Java middleware provides a compelling user experience based on the Java standard for set-top boxes or personal computers, including a powerful software development kit for rapidly developing new revenue streams.



## Delivery Options

The DigiHost Service Delivery Platform can operate in IPTV environments for multicast streaming and VOD, or in hybrid situations combining DVB services seamlessly into the bouquet. Push VOD and push linear-TV can be delivered on PVR/DVR equipped set-top boxes.

The powerful electronic rental service that utilises portable storage devices can also be integrated. This allows flexible and rich services to be built based on your market, infrastructure and consumer profiles. Consider the power of integrating all the options that the Digisoft solution can provide and how you can reach your target markets.

## Services and Applications

Services available in the Digisoft solution include a standard-setting, flexible HD and SD interactive program guide merging channels from IPTV and DVB sources, a VOD client for content from servers, PVR or USB-based devices and an application launcher that can launch applications on demand.

Digisoft's advanced Java middleware for IPTV set-top boxes enables service providers to rapidly launch feature-rich, revenue generating high definition (HD) services such as Video and Music on Demand, eLearning, karaoke, home shopping, network-based recording (NPVR)/ time-shifted TV, games, and more on a wide range of IPTV STB's with H.264 HD and SD video.

Applications can be added by your team, from third-party Java developer companies or you can choose from the online Digisoft developer library that is supported by many application vendors. Applications can connect to the DigiHost server using industry standard programming interfaces and protocols allowing other devices such as mobile phones, PDAs and game devices to be incorporated into your service giving a true three screen capability.

## Profiling, Personalisation and Target Advertising

With partner systems in place to provide profiling and analytics, the Digisoft solution can monitor subscriber behavior and build profiles, allowing targeted advertising and targeted content delivery. Imagine targeted content and advertisements combined with targeted interactive services across your market demographics.

## Set-top Boxes

Digisoft works with leading set-top box manufacturers ensuring that set tops are configured, branded, and preloaded (if relevant) with the correct content for your market. Technology advancements such as DLNA, USB 3.0, built-in WIFI and WIMAX and hardware decoding of BluRay™ quality HD with surround-sound are all relevant today. Boxes equipped with large disk drives and multiple USB sockets allow very flexible content delivery options and support an upgrade path as new services become available.

The set-top box implements conditional access and digital rights management solutions ranging from smart card-based systems to the latest watermarking software solutions.

## Benefits and Scalability Options

- DigiHost is completely platform-independent and database-independent
- DigiHost is fully scalable and fits well with existing services currently in deployment, provides seamless integration, and is compatible with any IPTV or hybrid environment
- OSS/BSS support: Member management, billing management, and customer support systems can function in tandem with DigiHost
- Middleware independent: Openstandards based system with flexible service delivery on multiple set-top box configurations and vendors Interactive Programming Guide (IPG):
- DigiHost supports a flexible, next generation, HD/SD, multi-language IPG, providing targeted, localised, dynamic content on Java set-top boxes
- Powerful, low-cost HD/SD Java set-top box for IPTV and PVR
- Set-top box diagnostics for real-time, remote assistance and troubleshooting
- Powerful profiling and targeted content technology to enhance initial Digisoft infrastructure
- Open Java architecture and SDK: Easy-to-use DigiHost SDK and DigiScript for rapid development of interactive Java applications
- Simplified rollout of compelling, revenue generating applications and services for guaranteed prompt return on investment Services include digital content e-rental, VOD, PVR, nPVR, as well as live-TV layered over the multicast experience of IPTV
- Services include e-rental, VOD, PVR, nPVR, as well as live-TV layered over the multicast experience of IPTV.

Digisoft.tv is a leading global provider of carrier class solutions to the IPTV and Media & Entertainment markets. Digisoft's DigiHost Service Delivery Platform enables service providers in both markets to rapidly deploy advanced revenue generating services, and offers the most open, cost-effective and flexible content delivery solutions in the market place today.

Digisoft's scalable solutions reduce the CAPEX required to launch differentiating new services and increase ARPU. The combination of DigiHost and our Java middleware client gives operators a flexible, open, and scalable system that supports play-out of applications and services to set-top boxes and PC players in SD or HD.

Founded in 2000, Digisoft.tv is a privately held company with headquarters in Ireland and offices in USA, UK, Singapore and New Zealand. The company is backed by strategic investors.

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