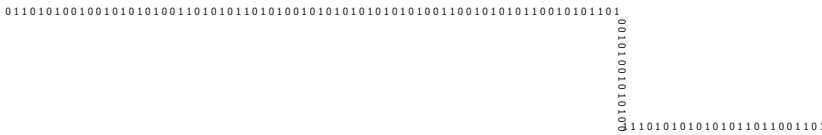


## VoIBRENT IPTV Middleware



VoIBRENT IPTV Middleware is a solution for enabling Triple Play Services across an IPTV Network. Middleware helps in management and distribution of unicast, multicast and value added services. It helps in seamlessly integrating various components like Head-end equipment, Digital Rights Management, Subscriber Management, Billing Systems and services infrastructure to enable convergent services.

### Features

#### Electronic Programming Guide

EPG provides complete information of all the channels and their program weeks ahead. It is the most critical application because it is the first place viewers turn to on switching on the television. EPG can show the entire platform's offerings, promotion of new services, be informative and engage viewers. The programs can be searched based on the channels, genres and categories.



#### Live Broadcast TV Service



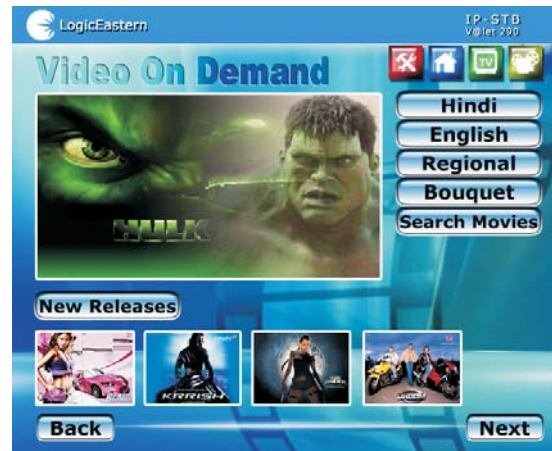
The service enables subscribers to enjoy live digital cable TV channels varying from sports to movies, news to news-briefs all live over the IP data communication network. The IPTV screen presents a matrix of all available channels and their timing. This is one of the enhanced applications for the service providers to increase their revenue substantially amount. The IPTV allows more channels than the traditional cable TV channels. The desired channels could be chosen from the channel guide shown above. On selection of a program or channel by the subscriber, the middleware enables the Set Top Box to show live streaming media from the head-end system onto the television.

## Video on Demand Service

From the study, it is found that the quality of entertainment experience of the viewer depends upon the content shown and it further improves with the content delivered that is demanded by the viewer. So, Video on Demand application can greatly improve subscriber's viewing experience through movies, music, news and other content demanded. The service provider could charge for the content delivered depending on his own economics.

All the categorized movies are listed for the ease of the subscriber. The movie listed could be selected that could be easily billed. Video on Demand also includes music videos that subscribers can choose. It is the music lover's paradise giving the ability to choose from all the available music videos. They are categorized by the genre and type of music.

The middleware offers the user interface to the subscriber and handles all other tasks essential to provide On Demand content. It authenticates the user, controls distribution of content links and content, manages DRM system and handles the connections to subscriber management and billing system.



## Internet on TV Service



The web of internet was seen to be networking PCs all around the world decreasing the distance to just one click. A dramatic technological improvement with TVs becoming a part of Internet web has taken place. Now, Internet could be accessed over the TV too. Although, the experience of surfing Internet over TV may not be very comfortable today, but it fulfills the need to access basic information on Internet over TV like railways and airways e-ticketing status information and similar information centric services. There are a lot of website's that are now producing content specifically targeted to delivery of content to STBs. Frequently visited website's links are placed with the provision of accessing other sites also by simply typing in the URL in the address bar. The middleware enables the access of internet on TV by requesting the Broadband Remote Access Server based edge router for the requested pages and delivering the same.

## Voice over IP Service

Voice telephony services just got far richer with the introduction of VoIP services. Services like FIND-ME-FOLLOW-ME, call redirect and many other value added services are possible only at a much lower cost with VoIP. With VoIP you are just a click and a call away from your friend in any part of the world. It enables a regular telephone equipment to become the part of the IP network allowing the user in the network to dial and receive calls in the same network.



## Gaming Service

Game is not to be played by one, It is the excitement and challenge shared by everyone. IPTV enables more than one player to be the part of the game and enjoy the fight to win. Service Providers can provide gaming functionality with IPTV Set Top Boxes as game consoles, without game discs or other devices.



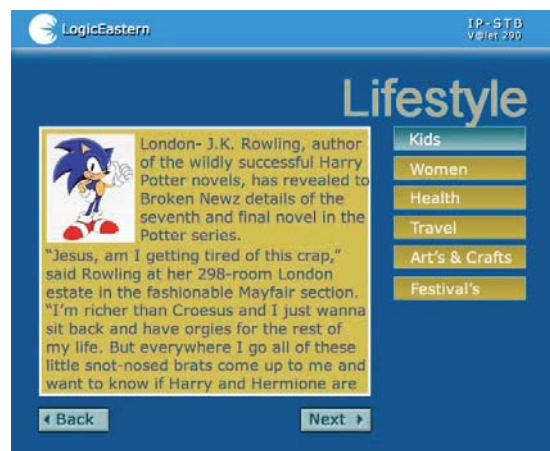
## Chat on TV Service



An exciting movie or news telecasted on the TV. IPTV gives the ability to share your opinion with your friends while watching a movie or a program with the help of chat program. The illustration shows two friends doing chat. A small chat box appears for chatting initiated by one of the user.

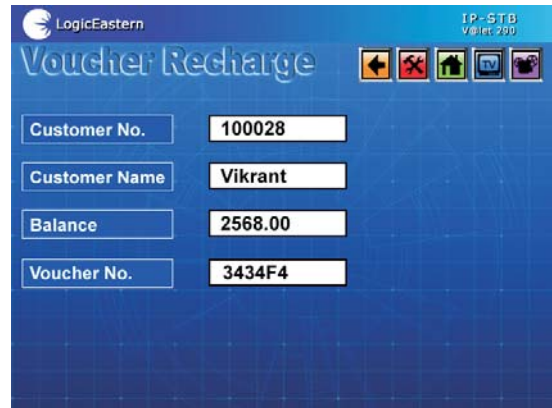
## e-Education/e-Magazine Service

e-Magazines [Lifestyle] can be made available on a portal having various sections like Kids, women, Health, Travel, Arts n Crafts, and festivals. It would help to bring awareness among people for various aspects of life. Time is valuable, don't let it fly. The study materials and notes could be made easily available. The knowledge base could be accessed by everyone on the IPTV network. It could save the valuable time of the students to arrange the notes and study material before the exam. The tuition could also be hosted over the IPTV network for the students.



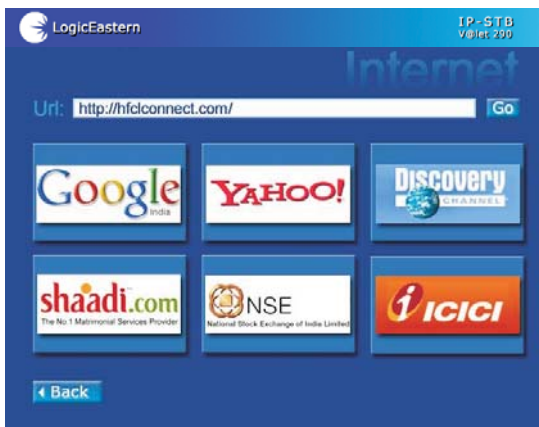
## Customer Relationship Management

IPTV is equipped with CRM capability allowing the subscriber to view their bill and other subscriber related information. An identity is maintained for every subscriber which helps to maintain accountability and addressability. The subscriber could be issued prepaid voucher of fixed value. The value in his account would keep reducing as the services are utilized.



Customer No.	100028
Customer Name	Vikrant
Balance	2568.00
Voucher No.	3434F4

## Third Party Services



IPTV can provide content developers a new media for new as well as for existing services. They can also create specific entertainment, educational, betting municipal or health care services for the subscribers while the service provider can sell hosting or billing services. VoLBRENT IPTV Middleware can easily integrate with PVR, VoIP and other systems to let service providers expand their service offerings.

## Subscribers Provisioning Management

Subscriber Provisioning Module helps in end to end provisioning of the subscribers and thereafter in their management. It maintains individual subscriber profiles, implements parental control, maintaining subscriber transaction details, subscription details and billing history and interfaces with CRM.



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