

Comarch Next Generation TV

Convergence of Telecoms and DTHs

The evolution of technology and the advancing speed of computer networks open up new possibilities for satellite TV and cable TV operators. One of the most recent technologies growing is IPTV. It not only provides the basis for launching compelling interactive services via television that are linked to those on the Internet, but also enables building new business models, until now only known in the telecommunications industry.

Comarch's solution allows DTH operators to offer interactive IPTV services through a Telco's network infrastructure (or through the Internet) across various devices including TV sets, mobile phones and personal computers. The service can be deployed as a hybrid solution (i.e. DVB-S/S2 + IP via a suitable STB) and take advantage of Content Delivery Networks.

The Next Generation Experience

For end-users, our solution provides a rich, next-generation user experience with many novel features such as:

- Electronic Program Guide (EPG)
- Video-on-Demand (VOD)
- Music-on-Demand
- Online shopping on TV
- Interactive TV advertising
- Internet radio via TV
- Infotainment and edutainment services
- RSS reader
- Access to photo galleries at Google's Picasa™ Website
- ...and many other cool interactive TV services delivered by 3rd party service providers available on the Internet!

The Operator's Perspective

For operators, the Comarch NGTV solution provides a complete IPTV middleware package that is easy to integrate, customizable, reliable and cost-effective. It can be used for delivering various third-party interactive TV premium services. It also supports open standards and integration with IPTV components delivered by leading vendors of head-end equipment, VOD servers and CAS/DRM systems.



Comarch NGTV Middleware is a bridge between Internet and television services. Comarch's solution allows operators to inter-connect their business with an IPTV ecosystem and expand customer reach via innovative business models such as becoming an IPTV Virtual Network Operator (IPTV-VNO).

What the Future Holds

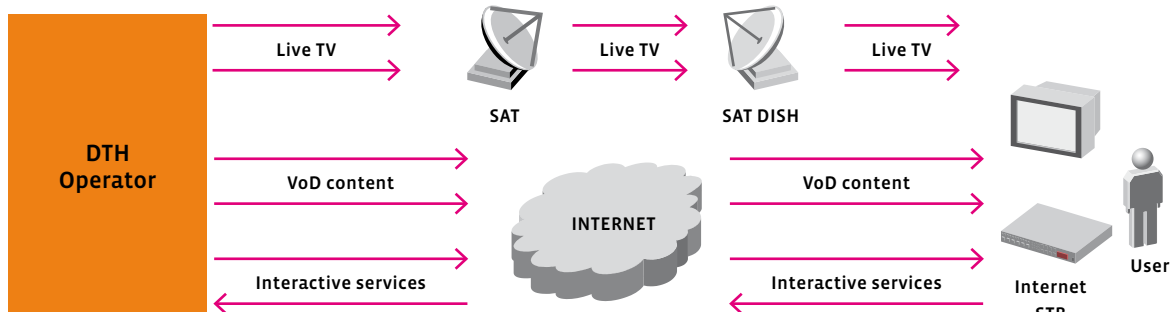
Comarch views IPTV as a totally new market of emerging opportunities for players of various kinds: network operators, content/services providers and aggregators. IPTV will also be very exciting for consumers themselves, thanks to a wealth of new gadgets to play with, along with new services, games, information and communication possibilities.

Comarch, together with its IPTV partners, and a strong BSS/OSS product portfolio is well positioned to play an instrumental role in this emerging market.

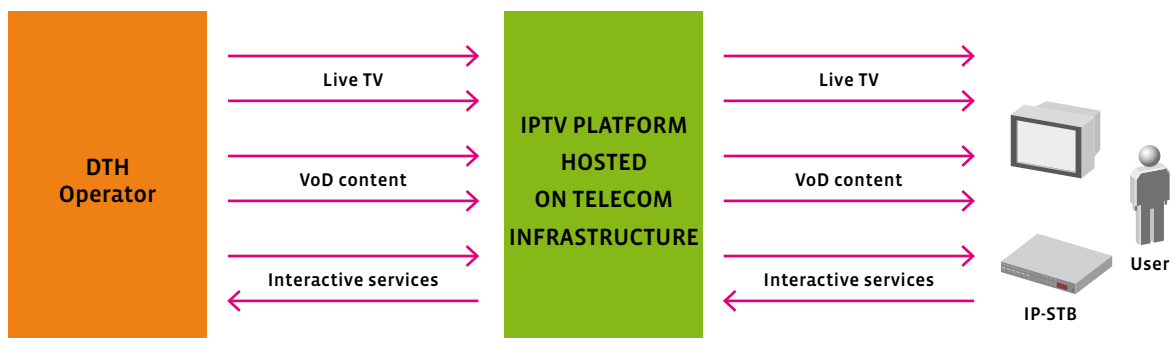
Solution Deployment

Comarch provides customers with a complete top-down IPTV solution and support at every step of the service launch in order to:

- Analyze business requirements
- Undertake a feasibility study of what can be offered to subscribers
- Analyze technical requirements and network capabilities to define what changes should be applied to support high-quality video transmission
- Redesign and reconfigure the network
- Deploy the required IPTV equipment and complete the final launch of the IPTV service
- Provide support, maintenance and new interactive services.



Scenario 1 - IPTV Solution for DTH Operators Via Internet



Scenario 2 - IPTV Solution for DTH Operators Based on Cooperation with Telco's

Learn more at <http://www.comarch.com/telecommunications>

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ComArch Spółka Akcyjna with its registered seat in Kraków at Aleja Jana Pawła II 39A, entered in the National Court Register kept by the District Court for Kraków-Sródmieście in Kraków, the 11th Commercial Division of the National Court Register under no. KRS 000057567. The share capital amounts to 7,960,596.00 zł. The share capital was fully paid, NIP 677 - 00 - 65 - 406
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