

## SPEED ESG Announcement Server



> XBT 167

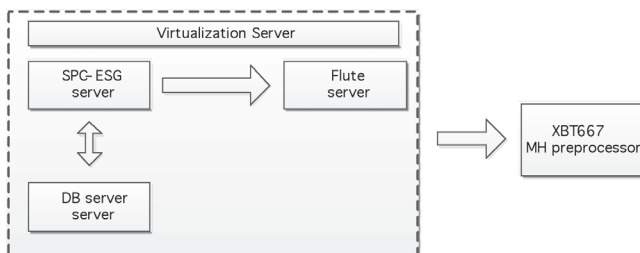
XBT 167 – SPEED ESG Announcement server is a complete solution for creating, aggregating and delivering advanced Mobile TV services over broadcast and cellular networks. It provides Content Providers, Commercial Operators, Network Operators and Broadcast Operators with a management platform for Electronic Service Guide (ESG), Interactive and Datacasting services.

The SPC – ESG module is used in ATSC-M/H Broadcasting Systems as Service Platform Coordinator ESG Server.



### Main Features

- Fully Compliant to A/153 part 4 (Announcement)
- OMA BCAST Service Guide (Service Guide, ESG, EPG)
- Single management point for ESG related information
- Service Provisioning
- SG Delivery Provisioning
- Metadata Collector
- Interstitial Advertising, icon, URL, description
- Basic and Enhanced Interactivity service
- Broadcast delivery server and Datacasting
- Non-Real-Time Content Delivery
- DataBase Storage Server
- Virtual Machine Server



### SPC – ESG Module

SPC – ESG Main features are:

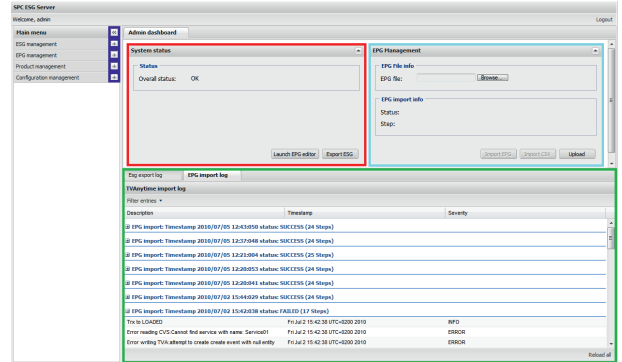
- Fully compliant DVB-IP/OMA-BCAST and ATSC-MH complaint
- Create, update e delete of services, service bundles, products, ESG provider.ESG import from local file
- Support multiple formats such as TV anytime, Tribune, XML, DVB-IPDC and OMA-BCAST file input
- Automatic program data ingestion
- Content editing and management
- ESG creation and export
- Export services, service bundles, products and contents to IPDC and BCAST platform.
- SPC SMS and SPC MPAY Interaction
- Logo Channel preview on the Channel Guide
- NTP Client
- Embedded Linux O.S.



SPC - ESG is the powerful Service Guide generator for SPEED ATSC Mobile DTV solution.

SPC - ESG will act as the single management point for the multimedia product packaging and encoding rules:

- Conditional access control lists definition and management
- Subscription bundles definition and management
- Complimentary information ingestion according to major broadcasting standards
- Basic interactivity services inline definition
- Advanced interactivity services definition in conjunction with leading edge interactive platforms.



## Flute Server module

The Flute Server module finds its field of application in ATSC-M/H Broadcasting Systems as broadcast file delivery Server. The Flute Server can be configured using a Web interface that loads an ESG configuration

