

## ICAREUS DELIVERS IPTV SOCIAL TV SERVICE TO KUWAIT

### Icareus Applications

Icareus has delivered its Social TV service to FASTtelco, an IPTV operator in Kuwait.

**Icareus Social TV** service includes the integration of highly popular Facebook and Twitter social media services to the Interactive TV. **Icareus' iTV Facebook** is an easy-to-use interactive application that can be used conveniently with a TV remote control. From iTV Facebook the user can see all the notifications and the latest status updates from friends, view photos and write status messages and comments.

**Icareus iTV Twitter** provides an intuitive interface for using Twitter through TV. From Icareus iTV Twitter the users can e.g. see the latest tweets from persons he/she is following, write his/her own tweets and interact with all the Twitter powered TV shows by using a TV remote control.

When integrating these two applications to the operator's existing services, significant improvements in customer satisfaction, churn-rate and bottom-line can be achieved.

Icareus Social TV services are widget –type partial screen services and independent of the underlying set-top box platform. The technical platform was based on Ekioh browser and Beenius middleware.

The local SI partner for Icareus and for FASTtelco, was Icareus' local reseller [INC Emirates Technology](#). For more information visit [here](#).

**Beenius**  
THE CONNECTOR



## ICAREUS' ITV SUITE INTEGRATOR AND MONITOR TO RAI, ITALY

Icareus Applications Management

Icareus has delivered its iTV Suite Integrator and Monitor solutions for to RAI, the public broadcasting corporation of Italy.

Icareus iTV Suite Integrator and Monitor were delivered as part of the total delivery including also **Screen Systems'** ([www.screensystems.tv](http://www.screensystems.tv)) **Plasma Gold** Digital Teletext content management system. Icareus iTV Suite integrator creates Interactive Teletext application for MHP dynamically and automatically from the XML produced by Plasma Gold. Icareus iTV Suite Monitor is a PC tool used for monitoring and emulating the constant stream of the new MHP teletext pages.

The local solution delivery was done by Screen Systems' local SI partner **Video Progetti** ([www.videoprogetti.it](http://www.videoprogetti.it)).



**Icareus iTV Suite** is an interactive TV Anywhere product family for designing, creating, emulating, running and managing the applications and video services in any TV device. **Icareus iTV Suite Integrator** is a tool to produce iTV applications from XML data. It enables broadcasters and other content producers to automate the production process of iTV applications, partly or completely. **Icareus iTV Suite Monitor** is a monitoring system which can be used for monitoring the latest iTV service changes to be published in the broadcasting network. It is targeted for Editors-in-Chief, iTV Managers etc. responsible of iTV content in broadcasters or operators network.

**RAI** ([www.rai.it](http://www.rai.it)) is the Italian stated owned public broadcaster and the biggest television company in Italy. It operate several radio channels, analogue and digital TV channels, Satellite channels and IPTV services. RAI generates the yearly revenue of € 3,012 billion.

## MAUTILUS TO OFFER HBBTV SERVICES IN CZECH USING ICAREUS PLATFORM

Icareus' Digital Head-end

Icareus has delivered Interactive TV playout environment for HbbTV service development, testing and piloting for Czech software provider Mautilus. The solution delivery consists of Icareus Playout CS100 Carousel™ server for Developers. Mautilus is a Czech company developing custom software products and solutions in digital TV, IPTV and mobile environments.

**Icareus Playout CS100 for Developers™** is the perfect solution for broadcasters, system integrators, academic institutions and practically anybody who needs a complete broadcasting solution for DVB iTV dataservice testing, development and demoing. Icareus Playout provides all the basic functionality needed for managing and broadcasting HbbTV based content and applications. It consists of an AIT editor, DSM-CC object carousel generator, a PSI/SI generator, a scheduler and a transport stream multiplexer. More info [here](#)



After the delivery, Mautilus is able to develop, test and broadcast Interactive HbbTV

