

Alticast Hybrid Broadband-Broadcast Television Solution (HBBTV) with PVR, Pluggable HTML Browser and Flash Modules

IBC Conference, Stand 1.C35, Amsterdam 10th September 2009 -- Alticast today announced the further deployment of its HBBTV (Hybrid Broadcast Broadband Television) solution, Alticator HBBTV that seamlessly enables the seamless broadcast and broadband delivery of video, news, information and entertainment to consumers through iDTVs, CPE's and set-top boxes.

At its backbone Alticator HBBTV leverages a pluggable HTML Browser Presentation Engine combined with Java API's to provide a strong, flexible and highly secure programmable language. Complete with a proven back-office infrastructure the Alticator HBBTV solution is already deployed in multiple Hybrid Broadband-Broadcast networks across the globe. Such features as web widgets, advertising, pushed content and flexible user interfaces are all part of the solution.

--Korean MHP, tru2way and Blu-ray specialist, Alticast, **has announced** the deployment of its Alticator HBBTV (Hybrid Broadcast Broadband Television) solution with Korea Telecom's QOOK TV hybrid IPTV/DTT service and with Korean satellite TV service, SkyLife. "Whilst some players in the industry are trying to re-invent television and Teletext services, Alticast is helping broadcasters and operators by using technology for hybrid broadband-broadcast services already standardized through ETSI," Anthony Smith-Chaigneau, managing director of Alticast GmbH, said in a prepared statement. "It is a shame that some of the consumer electronics industry and certain broadcasters feel they need to repeatedly 're-invent middleware technology' instead of concentrating on delivering the already crafted tried and tested open-standard technologies available on the market."

One example is the QOOK TV IPTV Service + DTT Hybrid service which provides the consumer with a seamless entertainment experience that combines the richness of broadcast and broadband with easy navigating (through the converged broadcast and IP delivery services) via a single interface. This entertainment experience has been delivered with the simplicity of one remote control, on a single screen, with the ease of use of television that consumers expect and are already totally comfortable with.

"Whilst some players in the industry are trying to re-invent television and Teletext services, Alticast is helping Broadcasters and Operators by using Technology for HYBRID BROADBAND-BROADCAST SERVICES already standardised through ETSI," said Anthony Smith-Chaigneau Managing Director of Alticast GmbH. Continued Smith, "It is a shame that some of the Consumer Electronics industry and certain Broadcasters feel they need to repeatedly 're-invent middleware technology' instead of concentrating on delivering the already crafted tried and tested Open-Standard technologies available on the market."

Another market proven Hybrid solution from Alticast is the SkyLife satellite, DTT and + KT QOOK TV VOD services, deployed since July 2009 in Korea, which offers subscribers the seamless combination of real time broadcasting of high-quality HD channels, and VOD services with a catalogue of around 80,000 programmes/films from Korea Telecom's QOOK TV.

SkyLife expects a total of 2.52 million subscribers in 2009, which is a seven percent increase over last year, and is predicting to have 2.77 million subscribers in 2010 and 3.04 million in 2011.

Alticast expects additional deployments in early 2010, including Italy, which will be equipped with Ethernet connectors and therefore will enable subscribers to have access to a broad range of services offered from both broadcast and broadband Service Providers.

Poland along with other European countries are also likely to use this product which has a full test suite and all the other attributes that is required for the deployment of stable, reliable and robust Digital TV Services.

About Alticast

Alticast (www.alticast.com) products power functionality, speed and performance for more than 10 million devices ranging from DVB-MHP STBs, to cable set-top boxes (OCAP/tru2way) in Korea and North America, to Blu-ray Disc worldwide. Based on Java and the GEM open standards, Alticast products are changing the way people view TV by driving innovation for new classes of interactive television products.