

# SmartVision TV: Video Service Platform for Telco Networks

IPTV & ON-DEMAND SERVICES FOR TELECOM OPERATORS

The SmartVision service platform is at the heart of the Thomson end-to-end IPTV and triple play solution, managing and delivering live TV, video on-demand, and multimedia services over IP networks.

The Thomson SmartVision video service platform offers service providers and network operators a unique interface to organize content and manage services, configure networks and subscribers, monitor platforms, analyze statistics, and many other functions. It is designed to deliver any type of video content (live and delayed TV, video on-demand, and others) with superior scalability for profitable deployment at any size.

## Rich Live-TV Features

The SmartVision platform allows operators to create and manage TV channel bouquets and pay-per-view services. A subscriber can select a program through an electronic program guide or a mosaic. The platform also supports network personal video recorder (nPVR), network time shifting (nTS), and delayed TV features that provide subscribers with the most flexible ways of watching TV.

## Video On-Demand Services

The SmartVision platform enables a complete set of VOD features, including a catalog classified by genres, subscription VOD, and TV on-demand services. All of the content is available in streaming and rental mode.

## Advanced Services

The SmartVision platform is the first system that leverages the unique relationship that operators can build with their subscribers. Offering personalized TV and targeted advertising, the SmartVision platform guarantees a personal user experience while offering operators additional revenue which is driven from high value advertisements.

## Best User Experience

Thomson provides a superior user interface based on HTML and Flash technologies. In addition, Thomson implements mechanisms for fast channel changes and packet-loss recovery.



## Open Standards

Built on open standards, the SmartVision platform can be integrated with third-party platforms to deliver interactive services, including weather forecasts, news, and games. Ultimately, TV viewers will be able to interact with programs, selecting different views, participating in game shows, voting, betting, or requesting more information from within a commercial.

## Scalable Platform

The SmartVision platform is a mature and flexible solution that is at the heart of several of the largest IPTV deployments. Scaling from a few thousand to millions of users, it is a feature-rich platform based on a pay-as-you-grow architecture.

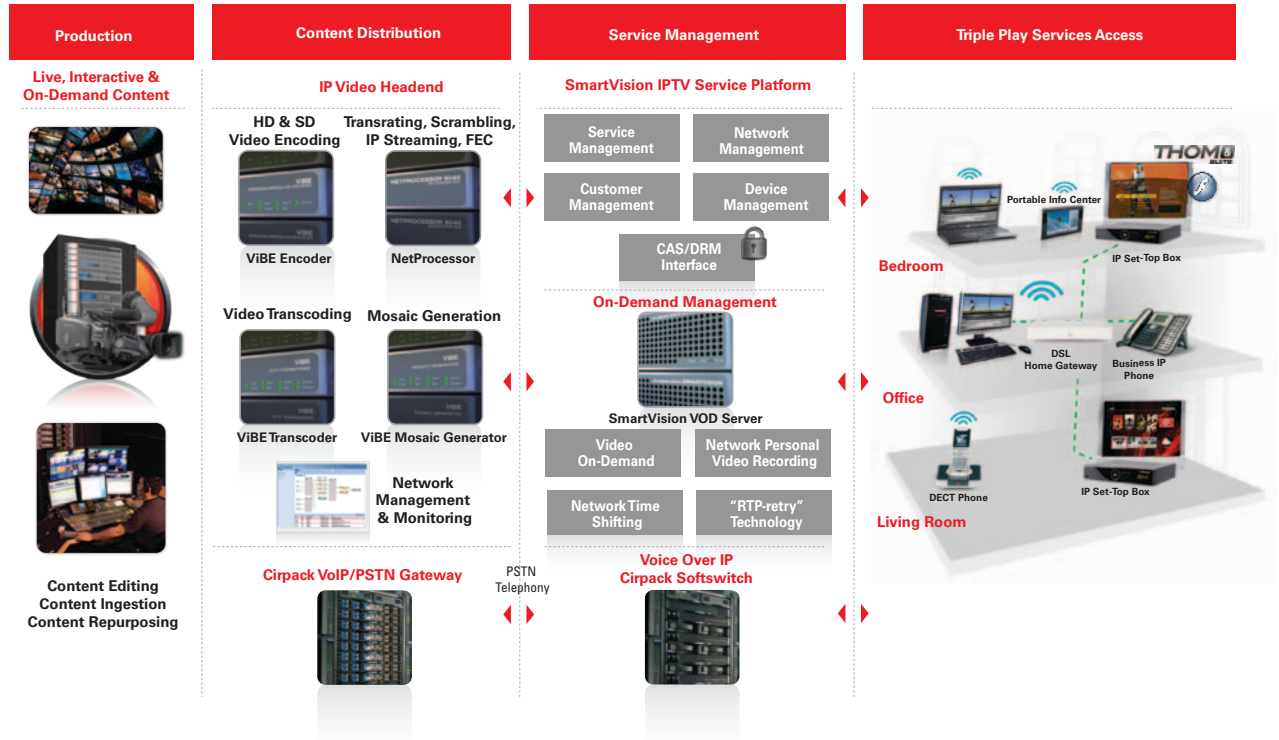
## Faster Roll Out

The SmartVision platform is part of the Thomson end-to-end IPTV/triple play solution which includes a complete range of video encoders, VOD servers, network processors, and customer premises equipment that are pre-integrated so you can get to market faster.

## KEY FEATURES

- Network agnostic: IP-based DSL, cable, FTTx architectures
- Format-agnostic: MPEG-2 and MPEG-4 formats, SD and HD
- State of the art user portal: customizable HTML or Flash based GUI
- Multi-terminal: set-top boxes, PVRs, PCs, and mobile devices
- Extensible: based on a pay-as-you-grow business model
- Scalable and redundant architecture: carrier-class J2EE running on stackable Intel-based servers
- Open interfaces and standard: easy integration in OSS/BSS, CRM, payment platform, etc.
- Targeted advertisement: VOD, linear TV and user portal advertisement based on the SCTE130 standard
- Personalized TV: content recommendation based on user profiles
- Integrated triple play offer with Thomson Cirpack voice servers: VoIP, caller ID

# SMARTVISION TV: AT THE HEART OF THE THOMSON IPTV SOLUTION



## SPECIFICATIONS

### On-demand Video Services

- Video on-demand services (rental, streaming, download, etc.)
- Anytime-TV services (start-over, catch-up, etc.)
- Personal video recorder (PVR) and network-PVR

### Live TV

- EPG management
- TV bouquet management and subscription
- Mosaic management
- Zapping time optimization through end-to-end integration of Thomson products
- Picture-in-picture
- Favorite channel, zap-list

### Personalized TV

- My home page
- Live & VOD recommendations
- RSS feeds

### Targeted Ad

- Live, VOD, or portal animation
- Compliant with SCTE 130 campaign managers

### Enhanced Services

- Multimedia/interactive services (weather forecasts, news, games, etc.) via third-party vendors
- Integrated triple play services (caller ID pop-up, call forwarding, contact list management, click-to-dial, etc.)
- Fixed-mobile convergent video services
- Remote self-care
- Interactive barker channel
- Multiple terminals per household

### Administration Platform

- Content management
- Content protection
- Service management
- Network management
- Customer management
- Hardware supervision
- Usage statistics

### End-User Portal

- Thomson native GUI
- Flash
- HTML
- API for full customization

## ORDERING INFORMATION

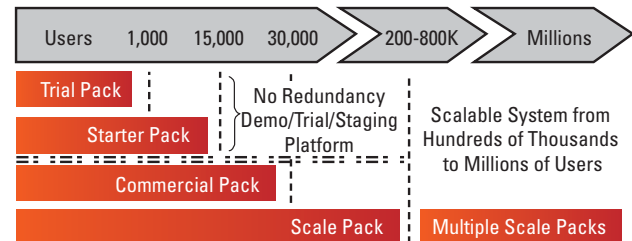
### SmartVision Packages

SmartVision packs are designed on optimized hardware configurations and can be deployed in a very short time. The trial, starter, and commercial packs are based on specific server configurations. The server configuration is limited in term of scalability to 15,000 users. The scale pack is based on blade server technology, which enables operators to start with a low number of users and then upgrade according to subscribers' ramp up.

SmartVision is available in a great number of configurations. Please contact your Thomson representative for more details based on your specific requirements.

### Open Ecosystem (partners)

- Several head-ends
  - Several content delivery networks
  - Third-party applications and services developers
- (Please contact your Thomson representative for more information.)



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## FINANCING

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