

technicolor



The Technicolor Digital Home

AMAZINGLY SIMPLE, SIMPLY AMAZING

The Digital Home

There are powerful forces at work in the home...

Consumers are buying increasing numbers of connected devices for use within their homes, from broadband gateways and set-top boxes to IP-enabled TVs, gaming platforms, tablets, additional disk storage, energy meters and security and personal health monitors.

Ubiquitous broadband and in-home connectivity using technologies like WiFi are providing them with fast and easy access to an almost infinite world of multimedia content, applications and new Over-The-Top (OTT) video services.

Sources of content and applications continue to grow almost exponentially in both size and diversity, while social networking tools play increasingly important roles in helping consumers explore and share new experiences.

Consumers are starting to discover the benefits of a true 'Digital Home Lifestyle', helping them manage relationships with their friends and communities; store, sort and access their content, applications and services; while also monitoring and controlling their home environment.

Many different industry sectors are now targeting this fast-evolving environment – from the consumer electronics and IT sectors through network operators to social media, search engine and utility companies. While each will have their own strategies to try and dominate the market, consumers will not want their freedoms restricted by the old 'walled garden' models and will instead expect an “any-content-on-any-device” experience.

A place where
new and
truly amazing
experiences are
happening!



Unleashing Creativity Into the Home Just Imagine...

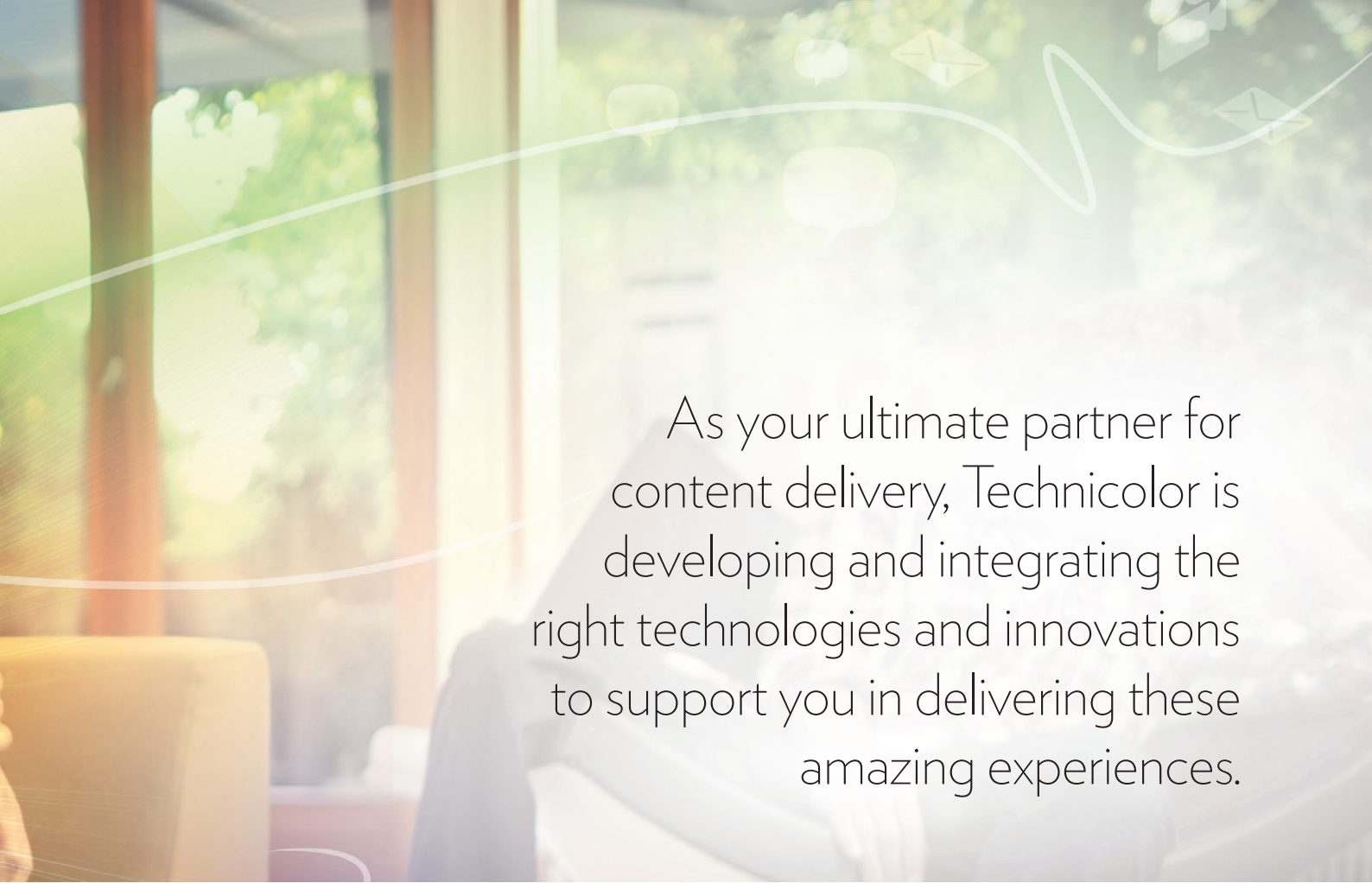
Along with this connectedness and complexity comes enormous potential for creativity and innovation to further enhance the digital lifestyle. While much of this potential has yet to be fully realized, it's already clear that simply enhancing basic content, communications and home control applications can deliver important new revenue streams for Network Service Providers (NSPs).

... Managing Content Seamlessly

The profusion of multimedia content, stored and accessed across multiple devices, technology platforms and formats, demands the use of powerful new tools to help users search, classify, catalogue, recommend, share – or even block – that content.

Imagine a user sitting down on their sofa and typing into a tablet the type of program that they want to watch – or the name of their favorite actor or director. Almost instantly, the tablet comes back with a list of relevant content stored both inside and outside the home – hard drives, web content, VoD and DVR. The user selects their preferred viewing device – TV, tablet, PC – and then downloads or streams the content.

Imagine also that each time a viewer selects a program, their criteria are saved and added to an automatic recommendation function. Or, by adding in social networking tools, allowing them to easily share that content with friends and family.



As your ultimate partner for content delivery, Technicolor is developing and integrating the right technologies and innovations to support you in delivering these amazing experiences.

... Enhanced Home Communications

This ubiquity and intelligence extends to personal communications as well, with IP, WiFi and cellular technologies merging into a seamless environment to keep the consumer connected through both high-quality speech and video services with whomever they may wish in the world.

Imagine a user making a personal video call to a distant family member on their camera-equipped tablet, before moving the call to the TV for easier family viewing or for simultaneously sharing shots from family albums.

Imagine sharing a common address book and family diary across home devices to help schedule appointments, while still keeping appropriate privacy rules in place for sensitive or confidential contacts.

... Home Control at Your Fingertips

As more and more devices and systems within the home become connected, being able to easily interact with a variety of different sensors, cameras, control systems and utility services will become increasingly valuable to consumers. From enhancing home security to minimizing energy consumption, simple-to-use web-enabled interfaces put home management applications at the user's fingertips either on a tablet device in the home or on a mobile device when away. Imagine a user being able to receive alerts of low temperatures in their house while they're away – and then being able to remotely turn the heating on to stop pipes from freezing. Imagine a user being able to access pre-programmed lighting or heating schedules at a single key press to cope with shifting household populations – or instantly deal with the teenage habit of leaving everything switched on.



Transforming Digital Home Challenges into Tremendous Business Opportunities

To compete successfully, NSPs need environments and experiences that enchant and entertain the whole family, while making their customers' lives easier and richer.

Consumers want simple, seamless interconnections across all digital home components, to enjoy access to an ever-wider range of features, applications and services.

NSPs must deliver next generation, integrated experiences across multiple devices.

The New Digital Consumer Imperative

Personalized, intuitive access to:

Any content

On any device

**On demand
and a seamless experience!**

This means:

Delivering a total home entertainment experience

To maintain customer loyalty and drive ARPU (Average Revenue Per User), NSPs must provide customers with access to ever-expanding OTT services. Competitive differentiation depends on each NSP's ability to deliver a complete, integrated home entertainment experience that combines content and services from many sources - including broadcast and OTT.

Offering a unified end-user experience with total interoperability

The proliferation of devices gives NSPs an opportunity to help subscribers avoid the cluttered, complex and fragmented experience that comes from heterogeneous software and application environments. By meeting the interoperability challenge, NSPs can increase brand stickiness.



Providing services flexibility across devices

Staying competitive depends on bringing new services and features to market quickly and economically. That means hardware and software platforms that continue to perform over time while providing enough flexibility to enable NSPs to adapt to fast-changing customer expectations.

Taking navigation to the next level intuitively

As content volume and storage locations grow, consumers are frustrated when they can't find content quickly and easily. NSPs can solve the problem by deploying solutions that take distributed content storage into account and simplify access through secure, intuitive search and discovery features.

Reducing total cost of ownership

This is achievable right through from product or service concept to deployment and ongoing management and support.

Offering device and subscriber management

NSPs are coping with far greater and more granular detail in terms of device and subscriber identity management processes, as well as all the privacy and copyright issues that arise from that.

Partnering with third parties

Partnering with third-party, vertical market or sector specialists to increase differentiation reduce churn and rapidly grow additional revenues.

The ability to respond to all these challenges will open the door to tremendous business opportunities for NSPs and amazing entertainment and communications experiences for end-users.

Technicolor's standing in the market place is based on the unparalleled breadth of our portfolio and our expertise in the preparation, management and delivery of content to the home. Precisely what is required to ensure that the digital home experience excites and enchants end-users in equal measure!

The Keys to an Interconnected Digital Home and Seamless Consumer Experience

To help NSPs on this journey, Technicolor has been developing a unique mix of enabling technologies, support services and consumer insights to turn these challenges into real business opportunities. The core of our next generation digital home solution consists of three components that can be used standalone or combined under the NSP brand to deliver an 'Amazingly Simple, Simply Amazing' customer experience:



MediaNavi

A content platform that enables consumers to easily locate, view and share content from OTT, operator and local networks. MediaNavi makes navigating the universe of content simple, seamless, social and stimulating.



MediaEncore

A powerful, flexible and easy-to-use platform that seamlessly integrates home gateway, personal home storage, and set-top box functions into a true multi-device serving, whole-home solution.



Digital Home Software Suite

A unified, open and modular software platform to dynamically build and deploy new software features and interconnected services.



These Digital Home components require close interaction with the NSP infrastructure. Technicolor can work closely with NSPs to deliver service platforms that proxy the Digital Home ecosystem for:

Performance Management

Comprehensive management of the total cost of ownership for devices in the home helps service providers cut customer support costs.

Software and application deployment

Efficient management of device lifecycles, especially software, helps enhance the NSP value proposition to the consumer over time.

Content and services consumption management

Tracking user profiles and preferences, as well as usage habits, leads to more sharply targeted content and services pitches and more powerful marketing bundles.



Makes Everything Simple,



Simple

Using the Technicolor MediaTouch or an alternative device, a tablet with auto detect capability personalizes the user experience. Each user benefits from a smart content guide and personal playlists driven and enriched by their individual viewing habits and preferences over time.

Seamless

Integrating access to content from multiple sources with a single, uniform interface, MediaNavi provides powerful search and recommendation across the entire media library. Each NSP sets its own access rules and hierarchy for content sourced from NSP channels and VoD to online video offerings and user-recorded video. It also enables users to include their own home library of previously purchased content, including photos and music.

Technicolor MediaNavi offers unique benefits for cable, telecom, satellite and terrestrial video service providers as well as Consumer Electronics manufacturers:

Stand out from the competition by providing an unmatched user experience - that includes social and new media solutions.

Reduce cord thinning and churn thanks to a value-added, personalized subscriber experience that integrates Over-The-Top services and content.

Stimulate consumption of your own programming and content libraries.

Seamless, Social & Stimulating



Technicolor MediaNavi

Offers a personalized experience with smart recommendations based on each customer's viewing preferences.

Enhances search functions across multiple content sources.

Provides a content-oriented social media environment where users can connect with their favorite online communities, get content recommendations and share suggestions.

Social

MediaNavi enables users to share content via Facebook, Twitter or any other social media, and exchange reviews and recommendations with friends to discover new content and services.

Stimulating

Thanks to advanced content metadata, consumers can go “backstage” as they watch premium content, to discover additional features such as film outtakes, video interviews with the actors, related music downloads and much more. Technicolor MediaNavi also enables content providers and operators to team up to stimulate consumer interest in programming and/or services.

Profiled Content Recommendation & Discovery

Matching content to the individual consumer profile is the ultimate solution for providing an enriched, compelling customer experience. It helps owners target content to the right audience and gives users the search tools they need to find what they want based on enhanced content metadata.

Technicolor has opened a dedicated research lab in Palo Alto, CA to help develop next generation content search solutions, leveraging our long-established relations with content creators. Specifically, our researchers are developing advanced content metadata and ways to automatically identify consumer viewing habits, preferences and tastes.

MediaEncore

Brings It
All Back Home

The online publication
Light Reading, chose
Technicolor's MediaEncore
as a top 10 pick
for "Coolest Thing"
seen at CES 2011.



Combining the functionality of a set-top box and a gateway with on-site storage, MediaEncore empowers operators with a branded, customizable solution that is powerful, flexible and easy.

Addressing the need for NSPs to deliver a seamless multi-room, multi-screen viewing experience to their domestic customers – while still delivering consistent service quality and interfaces to different devices in highly secure and monetisable ways – MediaEncore is an all-in-one media gateway platform that combines both broadband and broadcast environments.

Powerful

MediaEncore enables consumer purchased devices, smartphones, tablets, connected TV's, PC's and more to become managed devices on your network capable of accessing secure content in the required format for an optimal media experience.

Flexible

MediaEncore offers various front-end configurations, readily expandable storage, and multiple home networking technologies with true multi-device single user interface support delivering secure, on the fly transcoded content to any browser supported device under your control.

Easy

MediaEncore provides easy setup and intuitive user interfaces to seamlessly manage multiple screens, personal and broadcast media experiences, while preserving content security and rights across the home environment.

Digital Home Software Suite

Ties All Connected Devices Together

Representing Technicolor's many years of experience working closely with hundreds of NSPs around the world, respectively delivering well over 100 million gateways and set-top boxes, our Digital Home Software Suite has been designed to provide NSPs with a platform environment able to cope with the emerging challenges of complexity, cost, performance and flexibility for system and device integration.

Dynamic

The Digital Home Software Suite allows instant and dynamic deployment of new features by remotely adding software modules. This extends the product lifecycle and enables NSPs to rapidly react to competitive offerings.

Modular

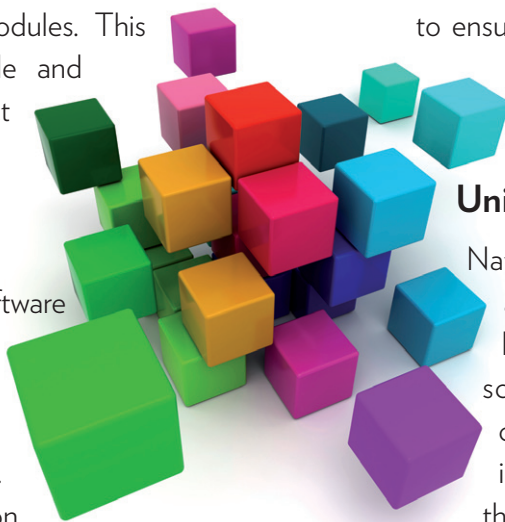
Technicolor's Digital Home Software Suite allows NSPs to fully reuse the different software modules and facilitates their portability onto new devices. The same feature or application can then be easily developed, deployed and remotely integrated into different platforms. Creating Digital Home products (access gateways, tablet, set-top boxes or media gateways) has gained flexibility and simplicity.

Open

Our Digital Home Software architecture is made available to Technicolor's customers and key partners to ensure service providers can continue to add their own software features and modules to capture new revenues.

Unified

Natively build interoperable applications and services. Technicolor's Digital Home Software Suite provides a scalable architecture and a unified core middleware that enable the integration of third party applications through Software Development Kits (SDKs). Our solution supports a wide variety of application environments, allowing NSPs, their partners or independent developers to create their applications in a wide choice of formats such as HTML, Flash, or Android.



A Turn-Key Partners Alliance Program to Enrich the Digital Home

To unleash this creativity and innovation into the home, Technicolor has established the Technicolor Partners Alliance to help the developer community leverage this open environment.

The Partners Alliance is a worldwide program dedicated to the development of digital home applications, and provides a meeting place for developers to build business

relationships with network services providers and deploy their own applications within NSP domains and brands.

Technicolor provides through the Partners Alliance all relevant information and technical support that developers need to create and test home applications that will then run on devices enabled by Technicolor's Digital Home Software Suite.

A Complete Portfolio of Products for the Digital Home Environment



In each of its ranges, Technicolor offers a wide variety of Products & services that enable NSPs to deliver the ultimate digital home end-user experience.

MediaTouch Digital Home Enablers

A range of home network tablets, operator-controlled, to enhance the services and content experience in the digital home. MediaTouch received an award at the 2010 Broadband World Forum for outstanding innovation.

MediaAccess Digital Home Enablers

An innovative range of future-proof and high-performance gateways providing incredible speed, openness and connectivity over any broadband access technology. Enabling a whole host of services & applications, they are built to maximize end-user satisfaction and minimize operator costs.

MediaPlay Digital Home Enablers

A new range of versatile, powerful and evolutive broadcast and broadband advanced set-top boxes, supporting full 3D and content transcoding.

MediaTouch Tablets

Managing the Digital Home



Technicolor MediaTouch

Recognized with a Broadband InfoVision Award
at the 2010 Broadband World Forum.



The new Technicolor MediaTouch media tablet combines multi-screen interactivity, high quality communications and home control with amazingly simple ease-of-use and a fully customizable interface.

This wireless platform runs Android and its high resolution 7" screen enables NSPs to provide their subscribers with value-added services which:

Connect people and communities

The built-in microphone and camera offer native online chat possibilities, voice over IP telephony and high-end video communications, all integrated with users' favorite social networks.

Entertain consumers

High quality video and audio performance enable consumers to enjoy online and personal content. The Technicolor MediaTouch is ideal for use with multi-screen synced media.

Control the home

With its open interfaces, the Technicolor MediaTouch media tablet provides fingertip control of all of the elements in the networked, digital home – from set-top boxes to home automation services.

Customizable to NSP brand and strategy, the Technicolor MediaTouch ensures home network interoperability with Technicolor set-top boxes and residential gateways as well as with third-party devices and services.

MediaAccess Digital Home Gateways

Satisfy the Need for Speed

Technicolor TG799n
with TH68 DECT phone

In the digital home environment, broadband access gateways must be able to handle simultaneous video and multiple applications. Technicolor's next generation advanced ultra-broadband services gateways maintain a high quality experience when videos and multiple applications run at the same time.



Our MediaAccess portfolio combines:

Speed

MediaAccess digital home gateways include state-of-the-art DSL fiber and cable (DOCSIS 3.0) or multi-WAN service gateways. Able to support any type of network, MediaAccess digital home gateways enhance the delivery of high-definition video services.

Openness

Powered by Technicolor's Digital Home Software Suite, MediaAccess digital home gateways use powerful and modular core software capable of readily supporting NSP or third party applications.

Connectivity

Exploiting Technicolor's deep understanding of the domestic wireless environment, MediaAccess digital home gateways help deliver the maximum sound and vision quality needed to satisfy increasingly discriminating consumers, while simultaneously ensuring simplicity of operation for both NSP and customer through plug-and-play installation. This means a full spectrum of connectivity solutions for in-home distribution, including dual concurrent WiFi with separated data and video channels for optimal user experience.

Furthermore, the integration of our advanced back-end remote management functionality guarantees the right Quality of Service and experience and reduces the Total Cost of Ownership (TCO).

MediaPlay Digital Home Set-Top Boxes Offer Premium Video Experiences



Technicolor DXI807

Full 3D HD Hybrid Broadband / Broadcast DVR set-top box

Technicolor's rich portfolio of digital home set-top boxes includes IP Media Adapters, Zappers, Digital Video Recorders and whole-home Media Servers, giving NSPs the ability to easily interwork with a variety of different access networks and content media formats.

Intel® Atom™ processor CE4200

Incorporating the powerful Intel® Atom™ processor CE4200, this innovative DXI807 set-top box platform firmly underscores Technicolor's plan to drive into the market a new generation of integrated broadcast and IP set-top boxes, enabling NSPs to create exciting new multi-screen, 3D, games and online video user experiences in the home.

Versatile

Technicolor partners with NSPs to adapt, build and deliver the right platforms for each individual market, mixing different storage, video format and interface options to drive the maximum revenues and user loyalty.

Powerful

Exploiting the latest processor technology, the MediaPlay Server edition supports multiple video tuners and transcoding capabilities to support simultaneous multi-room, multi-screen delivery over a variety of different devices.

Evolutive

Supported by Technicolor's Digital Home Software Suite, the MediaPlay portfolio for the Digital Home is designed for easy remote upgrading, allowing NSPs to readily offer enriched features and services or deploy new applications while reducing engineering and support overhead.

The background of the slide is a dark, abstract composition. On the left, there are clusters of out-of-focus light circles in shades of red, orange, and yellow. From the right side, a bright white light source emits a fan of thin, green and yellow rays that spread across the upper half of the image. The overall effect is one of dynamic energy and technological innovation.

Technicolor Digital Home Partner of Choice

The next wave of convergence has already begun to gather and its focus is the home. At present, developments are largely fragmented, as multiple industry sectors - from consumer electronics manufacturers to energy utilities - struggle to expand their footprints in the home by adding intelligence and connectivity to their offerings. In everyday practice though, consumers are just as likely to find themselves frustrated and baffled by incompatibilities between devices, media formats and control protocols - not to mention the billing and customer support issues involved - as they try to create a networked home themselves.

This new wave of innovation does however offer NSPs a serious chance to transform themselves and progress up the value chain, taking advantage of their traditional strengths in managing engineering complexity to present themselves as trusted enablers of the Digital Home. It's not enough to just have a 'vision' of the Digital Home itself. For that to become reality, the vision must extend holistically far up into the network and into all the supporting IT systems, content and applications sources, and third-party relationships involved in an ever-longer and more diverse value chain. Success will also involve having an understanding of many different 'soft' issues as well, with this emerging environment carrying with it new legal, regulatory, political, social and personal issues and responsibilities.

Technicolor, with its unique heritage spanning the content, communications and customer premises equipment sectors, started on that journey many years ago. That makes us the ideal partner for NSPs to make the Digital Home a working and profitable reality.



The Technicolor Digital Home

AMAZINGLY SIMPLE, SIMPLY AMAZING

EXTENSIVE WORLDWIDE PRESENCE



Vancouver	Palo Alto	Mexico	Rennes	Piaseczno	Beijing
Hollywood	New York	Manaus	London	Rome	Bangkok
Indianapolis	Guadalajara	Paris	Madrid	Bangalore	Sydney

TECHNICOLOR WORLDWIDE HEADQUARTERS

1, rue Jeanne d'Arc
92443 Issy-les-Moulineaux, France
Tel. : +33(0)1 41 86 50 00 - Fax: +33(0)1 41 86 58 59

www.technicolor.com

SALES CONTACTS

For more information about the Digital Home portfolio of services and products, please visit our dedicated product sections:

www.technicolor.com/digital-home

