

vilau



New media services for television channels



cast

Vilau



VILAU is part of the international **INI-GraphicsNet** group, a holding which is linked to the German research network Fraunhofer, the world leader in technology applied to new digital media.

VILAU is also part-owned by the Korean firm **Alticast**, an international leader in the development of interactive digital television platforms.

As leading players on the new technological media market, we specialise in the design, development and implementation of comprehensive turnkey projects, offering the media new and more effective means of communication.

Our experience in the audio-visual industry and our knowledge of the latest trends on the international market allow us to offer integrated services that offer differentiated value to TV broadcasters.

We have leading technology and new formats implanted worldwide so that television channels can:

- Enable new commercial operation models
- Improve the way they operate
- Offer new, attractive formats and services for viewers

We offer our services to large and local television channels, offering specific solutions to meet the requirements of each channel.



cast

Technology

iTV platform



Vilau is part-owned by the Korean company Alticast, world leader on the interactive digital television market and the only supplier in the world of all-round solutions with its own product for the area of interactivity. As a result, we have the experience of having completed the first commercial implementations of the MHP and OCAP open standards in the world:

MHP - satellite: Skyclife, Korea

MHP - cable: Shenzhen Cable TV, China

MHP- terrestrial digital television: YLE, Finland

MHP- terrestrial digital television: Teledifusión Madrid, Spain

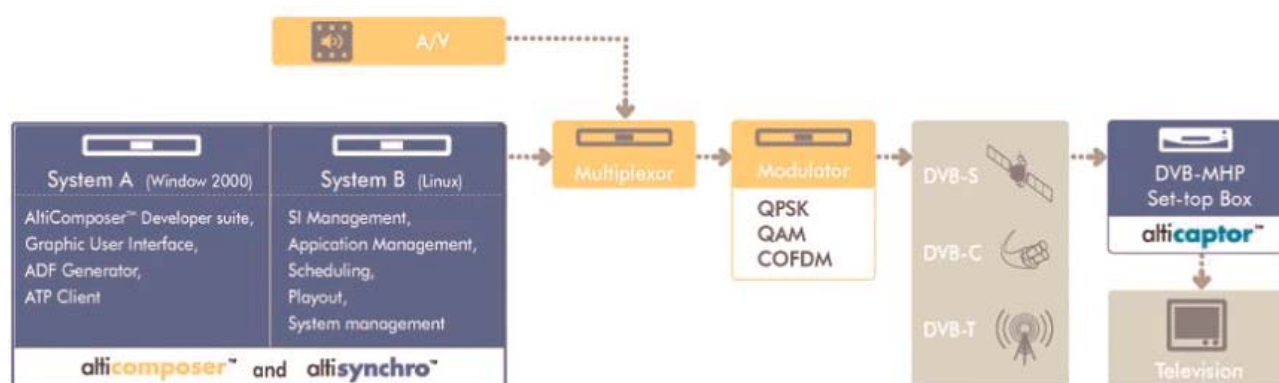
OCAP: CJ Cable Net, Korea

Our service for large channels and network operators adapts to each client's requirements throughout the interactivity value chain, including the implantation of the interactive digital television platform, a specialised

technical medium and the development and operation of interactive services.

We have of a platform that has been 100% tested at commercial level and installed in the world's largest deployment, with consolidated references in the area of digital television. Structured around a modular system, our interactive digital television platform is a highly flexible solution for integration in various types of terrestrial, cable, satellite or IPTV headers.

We offer a customised service with the most advanced technology in iTV platforms, offering robustness, scalability and flexibility.



Technology

Streaming platform

IP television (IPTV) is the result of convergence between the Internet and television. Developed on the basis of video-streaming technology, it gives rise to new television formats in which the key factor lies in the customisation of contents for each user, allowing each viewer to design his own television a la carte.

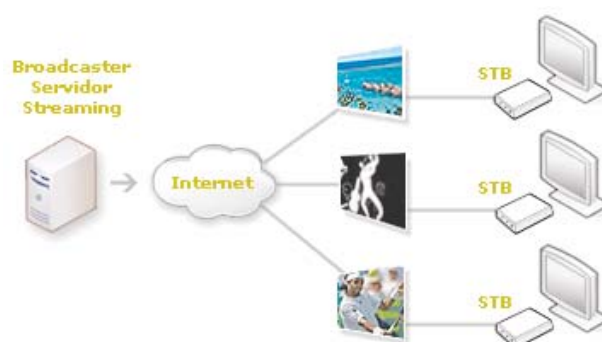
The broadcasting and processing of high-definition and standard-definition video signals (HD-SD) by IP represents an important step forward for large channels, since it allows the following:

Efficient use of content distribution bandwidth, with important savings in costs in comparison with other broadcasting media.

New entertainment options and services, leading to higher revenue for the operators offering this service. Triple Play, Pay Per View, Video On Demand, Interactive Advertising and PVR are just some of the services that can be offered.

Our IPTV platform offers the best performance in all features: coders, streaming servers, management software, transcoders and various models of set-top box. The latest technology and our experience are the best guarantee of our service for implementing high quality video streaming platforms.

We adapt our streaming systems to the specific characteristics and needs of each TV channel, offering the best solution for each individual case.

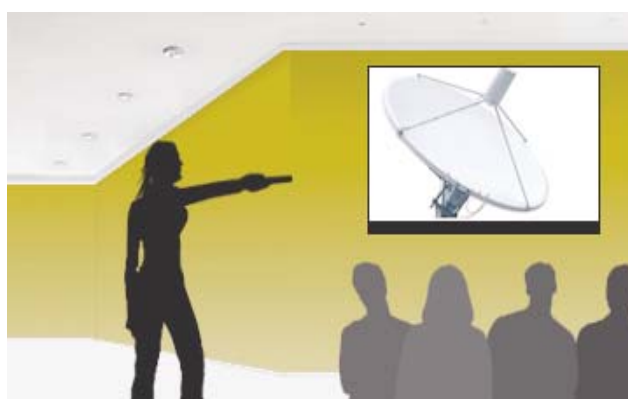


Technology

Consultancy service and training in new technologies

Our experience in new technologies applied to audiovisual media allows us to offer advice and training for those who are not yet familiar with the continuous advances taking place in the industry, specially in the emerging Interactive Digital Television sector.

Our technology specialists give customised courses, tailored to the needs of the client according to the characteristics of the service of Interactive Television that will be developed.



Interactivity and participation

MyCast

Going a step further in audience participation in the programmes broadcast by large television channels? Now it is possible with the Vilau video participation platform, a new system that allows viewers to take part live from their homes using a WebCam or a mobile telephone with a camera.



Debates, competitions or entertainment programmes will be more dynamic and attractive, putting a face and a voice to those who take part live from their homes. An innovative format to offer audiences a new experience as viewers and as participants. It has already been used successfully in Italy and Holland.

Our service includes the implantation of the video participation platform in the television channel and

management from our broadcasting centre with a team that connects the different participants in each programme.

The participation video has great potential for increasing the audience figures of TV channels. This has already been shown in Italian and Dutch stations which previously had low or zero growth in audience figures. When they began using the MyCast participation video platform, they immediately saw a major increase in their market share.



Interactivity and participation

MyCast

By allowing spectators to interact in their favourite programmes, participation video offers a major asset for boosting audience figures.

Technically, MyCast is a secure, flexible system which can be easily integrated into the television channel. It is especially well developed for modern mobile telecommunications apparatuses (Pocket PC, Smart Phone:, 3G, GPRS, EDGE, etc.) and for hybrid set-top boxes.



Interactivity and participation

MyCast

Case study

Video participation on ETB-1

VILAU made the first television application in Spain of its innovative video participation platform in May 2007. The regional Basque television channel ETB-1 incorporated this new format into its daily programme for children Betizu, thus offering young viewers a new and attractive way of participating.

From their own home, using a webcam and headset, children can take part in the various parts of a live contest that up until now could only be participated in by telephone.

Thanks to video participation, the contestants appear on screen, with high quality sound and image, interacting with the programme's presenters - something revolutionary for both viewers and for the contestants themselves. As well as this, the children can also invite the friends or family that are in the house at that moment to take part in the video call, making them momentary television stars too.

VILAU has carried out the integral management of the video participation format for ETB-1, taking charge of both the technological installation of the platform and also acting as moderators of participants' contributions in each programme from its Broadcast Centre.



Interactivity and participation

Interactive applications

From our interactive services management and broadcasting centre, we offer a tailor-made service for television channels that can offer their audiences interactive applications. Electronic programming guide (EPG), information services (the weather, traffic updates, news flashes, etc.), surveys, taking part in television programmes, games, etc., useful information and services available to viewers at the press of a button on the remote control.

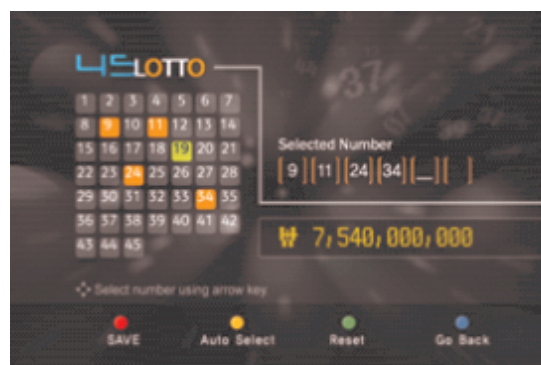
Using interactive applications, digital television can extend the services which are currently the exclusive domain of the Internet and PCs to the more familiar environment of television. This technology also offers a chance to use both the broadcast channel (by means of interactive television standards such as MHP) and one-way channel for each user to transmit personalised information.



VILAU brings interactivity to all televisions offering a common channel for viewing all types of news, information and interactive services anywhere, anytime.



VILAU also offers commercial support to generate earnings associated with these interactive services. This gives a range of bodies (such as governments, municipal authorities, advertising agencies, information centres, etc.) a very effective means of interacting with their target audience.



Interactivity and participation

Local televisions move towards interactivity

In the local television channel digitalisation process, interactivity provides high differentiation value. In addition, it represents a means of finance for capitalising the investment made, since it allows the commercial operation of interactive services (services to AAPPs, sponsorship of services, dynamic advertising, banners, broadcasting contracts, etc.).

With wide experience in the development and operation of this type of application, VILAU offers all local channels a comprehensive solution to allow them to enter this emerging market.



VILAU co-operates with local channels to sell to the different types of bodies (municipal, provincial and regional governments, etc.) who are interested in providing their services to local television channels. This means that these bodies become both customers and

complementary sources of income for the local chains operating the interactive services in question.

Tourist information about the region in which the television channel broadcasts, local authority news, cultural events programme for the region, local advertising and information services for the municipal district are just a few examples of the different services local television channels can offer.



Thanks to our experience in the development and operation of this type of application, we offer an all-round, turnkey service that allows the immediate incorporation of customised interactive services into the broadcasting of any local television channel.



T-Government

Information technology is changing the way in which the public sector communicates, offering new scenarios of communication with the citizen in the area of electronic government. Based on the MHP open standard, it is possible to develop and introduce interactive digital television services to satisfy social needs in order to bridge the digital divide.

The result is that T-Government initiatives can change the way in which governments and public authorities operate, allowing effective delivery of information to reach more homes of all social groups and, in turn, providing all types of government services reflecting the best possible services the public requires at any time.



Our experience under the wing of Alticast, world leader in the deployment of T-government platforms, allows us to offer large television channels and government

entities tailor-made solutions for the joint development of this kind of application. We create the interactive applications, implant the technology and manage and operate the entire service.



We develop interactive applications in accordance with each entity's requirements and with the level of interaction and characteristics of users:

- Information services: notices, campaigns, government information services (health, traffic, etc.), official gazettes, etc.
- Customised interactive services: collection of public opinion, surveys, requests for personal documents, surveys on matters of citizen interest, etc.
- Transactional services: services with electronic signatures, bank transactions, votes, etc.



T-Government

Reinforcing interaction between the administration and citizens, improving public services and increasing efficiency and productivity are some of the main benefits offered by T-government initiatives.

We offer integrated customised solutions with the most advanced technology in t-government platforms for creation, technological implementation and management and operation of interactive applications.



T-Government

Case study

T-Government pilot scheme with the Basque Government and ETB

VILAU carried out a pilot scheme for T-Government applications for the Basque Government with the regional Basque television network ETB. Three applications were developed in this project to offer different types of interactive services:

-Traffic Information: information service concerned with traffic density and incidents on the different roads of the Basque Country, the situation of the mountain passes and roadworks or other expected incidents, among other things. Everything is constantly updated using data provided by the Administration.

-Housing Information Service: service offering general information, subsidised housing draws, personal files and news. To access information and files, users must introduce their national ID number and the number of the file they wish to consult.



T-Government

Case study

-Information on Administrative Processing: consultation of files, outstanding payments, notifications and outstanding paperwork. Users access their personal information by inserting their identifying card into the set-top box.



VILAU carried out the integral management of the project, handling the technical implementation and the development of the various applications, in coordination with the heads of the relevant areas of the Basque Government and ETB.





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