



Zappware launches iPhone extension for its “iView Core” services suite at IBC09

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‘Remote TV’ iPhone application allows viewers to remotely programme their personal video recorder and consult the EPG or VOD catalogue

Zappware, the Belgian one-stop solution provider for interactive Digital TV (iDTV) on multiple TV platforms, is exhibiting at IBC, RAI Amsterdam, from 11 till 15 September 2009. At IBC09 Zappware launches an iPhone add-on for its “iView Core” services suite. Visitors are invited to drop by at Zappware’s booth 4.B51 for a demo showing how the iPhone can be used to:

- program one’s Personal Video Recorder (PVR)
- build lists of favourite programmes or Video-On-Demand (VOD) assets
- consult the Electronic Programme Guide (EPG)
- schedule reminders
- consult the VOD catalogue
- order VOD assets

The iPhone add-on is to be part of Zappware’s iView Core services suite. iView Core (previously dubbed “iView for Operators”) contains services such as Video-On-Demand (VOD), Electronic Programme Guide (EPG), and hard-disk or network-based Personal Video Recording (PVR). These services are targeted to cable, IPTV, satellite, terrestrial or broadband operators in order to enrich the media experience of viewers and generate new revenues.

The iPhone add-on takes into account the social context of watching TV; iDTV services such as EPG, VOD or PVR that are traditionally shown on the TV screen, now also appear on the iPhone screen. Family members and friends are hence no longer forced to continue to watch their favourite TV programme ‘picture in picture’ or stop watching it at all in the case of e.g. a full-screen EPG.

In addition, these iDTV services can now not only be consulted from within the comfort of the living room but also remotely when on-the-go.

Koen Swings, CTO & Managing Partner Zappware: *“Zappware has always been pioneering the field of interactive digital TV on multiple TV platforms. With the introduction of a mobile platform, namely the iPhone, to access interactive digital TV services, we allow the operator to offer their subscribers a consistent media experience across multiple devices. We are convinced that such a multi-platform experience will result in increased subscriber loyalty and will offer more value to the operator’s triple or quadruple play offer.”*