

## The Project objectives

DHCTV Project main objective is the creation of a collaborative environment between publishers, live television content generators and user devices present in the Digital Home, such as Smart Phones, Tablets and Internet TV's. The project is DHCompliant and supports HbbTV, HDMI / SCART interfaces.

The project will establish channels of communication and interaction between the intelligent television and the user's mobile devices allowing users the remotely participate in live television and the aggregation of the interaction of multiple users in the program content, getting thus a fully interactive experience that includes personalized content recommendation.



an NTT DATA Company

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Further info:

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The project develops equipment, platforms and applications for the implementation of an interactive TV integrated into a digital home that includes the new internet connected TV's and where the users are equipped with new mobile hand sets and tablets.



## Challenges

- Integrating the TV and multimedia devices in a Digital Home environment DHC and HbbTV ready.
- Implementing the Interactive TV Content Management for the TV Studio incorporating user participation information.
- Mobile users are connected with friends based on Social Network tools focused on sharing the digital home Multimedia and TV experience.
- Content Recommendation platform based on user profile, circle of friends recommendation and availability of programs with best fit with user agenda.

## Universal Adapter

Ethernet connection. Enabled to run HbbTV based applications.  
IR Remote compatible with HbbTV.  
Maintenance USBPort. Optical audio Interface. HDMI and Euro connector. TDT coax input and output



## Approach

Based on the latest DHC HbbTV standards for the Smart TV .Smart phone- sand Cloud services.

## Platform

Cloud based Service connecting Users, TV Producer services, Recommendation Services based on user profile, circle of friends recommendation and availability of programs with best fit with user agenda.

## Smart Phone

Application has been developed for Android devices.



## The DHCTV Platforms offers

A high Tech Content Management Solution developed by best of class Research Centers. A Partnership of High Tech Industry Partners with Flexible Application Engineering and designers adapted to the Market.

### For the Digital Home

A fully Compliant integration of the TV and multimedia world in the home environment.

### For the Interactive TV Operator

Deploying added value Interactive Content with highly compatible standards friendly STB and Mobile application.

### For the User

Offers Customers an enriched Interactive Viewing multimedia experience shared with friends linked top references and own agenda.

## DHCTV Elements

- DHCTV Platform extending the Digital Home Compliant Standard to Interactive smart TV.
- Universal Proxy Adapter with Remote IR (UPA) with HbbTV capabilities for Interactive TV.
- Content Recommender on user mobile terminal and server.
- Integrated Interactive TV System focused on the TV content producer.

