

LIVE REPLY: WEB+MOBILE+TV

Over the last few years Web 2.0 solutions have attracted a growing number of users. The impact of 2.0 services is not limited to the Internet and the Web but also affects Mobile channels and TV.

High content availability, interactivity and social networking tools have enthralled new generations, who often prefer these solutions to multimedia products or traditional TV.

Even for companies operating in the Telco, Media & Broadcasting sectors, the next critical step is to integrate all 2.0 services: Web communities, Mobile devices and interactive TV.

Live Reply was created to satisfy the demand for a new generation of services that take full advantage of media convergence trends and maximise the potential of consumer electronics. Today's users have increasingly sophisticated needs and are always searching for solutions geared specifically at their devices.

NEW OPPORTUNITIES ARISING FROM MEDIA CONVERGENCE


The revolution we are experiencing today and which affects us the most is the contamination between web and mobile devices.

The broadcasting of video over IP has marked a significant change in our way of thinking. TV broadcast over IP (known as IPTV) has provided some completely new uses:

→ On demand access to content;

- Access to all programmes previously shown on TV (re-watching TV programmes by simply accessing a TV Guide);
- Ability to record programmes without a VCR

Even advertising is exploring completely new models. TV over IP has a strong advantage that advertising (the financial engine behind this world) loves: "the return channel". Users can interact with television programmes, and when the television programme is an advertisement the interaction can take the form of an in-depth review of the advertised product.



But, **as television also becomes mobile, programme schedules are being redesigned** to accommodate a scenario where content must be short, quickly accessible and stand-alone.

The sharp increase in **video sharing sites** and, above all, of **home-made content** is proof of our need to communicate, express ourselves and open up to others. Once again the web plays an important role, as it provides everyone with the opportunity to build their own real TV channel at a minimum cost.

Over the last year around 1,000 WEB TVs went live in Italy alone. Institutions, authorities, clubs and companies alike use WEB TV to communicate with their own audience.

Mobile TV, IPTV, WEB TV and DTT are the new face of television. Television sets are opening up to the WEB and mobile technology by providing access to the web and turning into Media Centres. Widgets have therefore become the ideal tool for bringing “pieces” of the web to the television screen.

This is a fascinating world which **Live Reply** has been a part of for several years, helping its customers to improve communication with their own users by providing seamless solutions which are fully integrated into the neighbouring worlds of the web and mobile technology.

WEB 2.0 GATEWAY: A MULTI-CHANNEL PLATFORM FOR MASH-UPS OF WEB SERVICES

The time-to-market for the launch of new online mash-up services is significantly decreasing. The Web2.0 Gateway uses a plug-in manager to connect to the social networks' APIs and the dedicated interfaces of a number of devices (Set-top-boxes, mobile devices, PCs) and provides a hub for convergent social networking services. Its open architecture is easy to integrate and the base building blocks available, such as user authentication and profiling, make the Web2.0 Gateway the ideal tool through which to quickly develop new services. These are just some of the ever-increasing services available:

SOCIAL NETWORK USER STATUS:

While watching their favourite TV programme users can keep an eye on the status of their Facebook and Twitter contacts. When a contact updates his/her status a pop-up caption appears on the screen. By accessing the menu users can see a list of recent updates right on their TV screens. They can also press a button on their remote control and update their profile across all the social networks by publishing the name of the TV channel or programme they are currently watching. This solution is compatible with STBs (Set-top-boxes) which can receive TV channels of any broadcast type (DTT, SAT, IPTV, Hybrid).

SOCIAL NETWORK PHOTO BROWSING:

Users can see their Flickr and Facebook photo albums on a single screen through their TVs. They can also view their contacts and photo albums published on social networking sites. Each member of the family can define his/her personal profile and separately access their own friends' photo album. This solution is compatible with STBs (Set-top-boxes) which can receive TV channels of any broadcast type (DTT, SAT, IPTV, Hybrid).

SOCIAL NETWORK PHOTO UPLOAD:

Users take a photo with their mobile devices and then, at the touch of a button, publish it automatically on all the social networks preset by the user.



DEDE: MOBILE CHAT ON TV

While watching their favourite TV programmes users can carry on chatting on their mobile device and also see the chats appear on their TV screen. A discreet on-screen alert system, which can be turned off, enables users to watch TV and simultaneously receive notifications of new chat messages or changes to friends' statuses. Equally, all chat contacts can see the channel and TV

programme their friend is watching in his or her status, updated every time the channel is changed. In this way it will be easy for friends to tune into the same programme and chat about what they are viewing. This solution is compatible with both STBs (Set-top-boxes) which can receive TV channels of any broadcast type (DTT, SAT, IPTV, Hybrid) and mobile devices running on a number of platforms.

Take a picture of our
QR-Code for a general
view of our services!



Live Reply is part of the Reply Group and is dedicated to providing advanced services and digital content for Mobile technology, the Web and TV.

Live Reply provides Telecommunications and Media companies with a solution to their need to create a new generation of services that can take advantage of media convergence by maximising the potential of the new generation of consumer electronics and the ever growing user experience customisation options available on the web today.

Live Reply is specialised in the design, implementation and distribution of services and content for Mobile technologies and TV, the definition of Community and Entertainment services for the Web, Mobile technologies and TV and the provision of advanced applications for Mobile devices and Set-Top-Boxes.

Live Reply [_www.reply.eu](http://www.reply.eu)

Turin
Corso Francia, 110
10143 Turin - Italy
Tel +39 011 7711594

Milan
Via Castellanza, 11
20151 Milan - Italy
Tel +39 02 535761

Rome
Viale Regina Margherita, 8
00198 Rome - Italy
Tel +39 06 844341