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IBC 2014: Metrological showcases new technology for managing and monetising UX and TV App Stores

New products complete the Metrological product portfolio for a fully manageable UX and TV application platform

28th August, Rotterdam, Netherlands, – Metrological, provider of a cloud based application framework and TV App store, today announced that it will extend its Application Platform, introducing three products and a new TV app store feature at *IBC, Amsterdam, Stand 14. E25*.:

Metrological will introduce its new:

- Dashboard;
- Cloud based UX;
- Instant pairing & interaction;
- App Manager.

These new technologies ensure that operators can manage their Application Platform themselves and monetise opportunities for app delivery and app content. They provide further value for operators managing UX and TV Apps using the Metrological Application Framework (MAF); a cloud based, device agnostic UX and framework that supports app delivery across all platforms. They also provide real time insights into operations and app usage, so that operators can optimize operations and ARPU and reduce churn.

Metrological will introduce three new products and one new feature to complete its portfolio*:

- *Real time insights: **Dashboard*** - provides business management and business intelligence (BI) for operators to maximise revenue opportunities. Delivering real-time insights on operations and app usage, operators can refine strategies for providing highly targeted, contextual content and monetise opportunities for app content more effectively.
- *Centrally Managed **UX*** - a cloud-based platform that centrally delivers UI's on all devices to optimise the viewing experience. The UX can dynamically update the presentation of content in real-time..
- ***Instant Pairing and Interaction*** - enables users to link TV viewing to their mobile devices by simply scanning a unique QR code. This authenticates users to apps, allows viewers to connect through social media and use features such as interactive voting, real time buying or even use a mobile phone as a TV remote control, game control, create multiplayer gaming, for real time chat, picture and video sharing. Instant pairing and interaction supports endless capabilities in connecting devices to users.
- *In addition, Metrological will demonstrate a new App Store feature: the **App Manager**.* This enables operators to manage, in real time, the apps in their Metrological TV App Stores, in an easy and intuitive way. The App Manager also includes user management and publishing functionality.

CEO Jeroen Ghijsen comments: "Metrological's Application Platform is the foundation from which operators can launch an app store quickly within their existing ecosystem – even on legacy Set Top Boxes. We're pioneering 'industry firsts' to enable our customers to setup, manage and optimise their app stores and app content. We provide our customers with tools to better control the user experience, benefit from detailed real time insights via a built-in network operations centre and we offer them a real time Business Intelligence module. These new products and features provide new ways to raise ARPU and reduce churn, whilst reducing operational costs. In this way Metrological helps to drive revenue and boost subscriber loyalty in a more efficient and effective way."

Metrological's complete product portfolio will be demonstrated at IBC. The platform is already deployed by operators such as Liberty Global which has 14 country operations. It is live at, for example, UPC Netherlands, UnityMediaKBW and UPC Hungary where it enables the TV app store.

About Metrological

* Headquartered in the Netherlands, Metrological delivers a complete product suite that enables operators to launch their own branded TV and multi-screen app stores to increase ARPU, reduce churn and enhance the viewer experience and loyalty.

The Metrological Product Portfolio consists of:

Metrological App Framework (MAF) - a cloud-hosted universal framework that supports software applications and products as a part of the Metrological Application Platform. Apps that run on MAF operate independently from a device and its middleware. Operators and content providers no longer have to develop and maintain specific versions of each app to make it work on several devices. MAF offers a framework in which apps operate, can be managed and controlled.

Metrological App Store - a digital distribution platform for apps on viewers' Set Top Boxes and other connected devices. It can run apps side-by-side with live TV broadcasts, apps showing content contextual to what is show on the main screen, red-button interactivity, games, news and social media apps. Metrological has over 150 TV apps ready for publication.

Metrological App Manager -the App Manager enables operators to manage, in real time, the content and UI of their Metrological TV App Stores in an easy and intuitive way. The App Manager also includes user management and publishing functionality.

Metrological Unified Experience (UX) - a cloud-based platform that centrally delivers UI's on all devices to optimise the viewing experience. The UX has the capability to dynamically update in real-time presentation of content.

Metrological Dashboard - provides business management and business intelligence (BI) for operators to maximise revenue opportunities. Delivering real-time insights on operations and app usage operators can refine strategies for providing highly targeted, contextual content and monetise opportunities for app content more effectively.

Metrological Content Services - offers a cross operator reach to content providers to more than 20 million households. Metrological handles content curation, provides the legal framework and offers a revenue share on content exploitation to both operators and content providers. Metrological offers an open SDK as well, to enable anyone to develop apps, preventing any form of vendor lock-in for the operator and content service providers.

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