



## IBC 2014: Metrological Joins RDK Community

**September 3<sup>rd</sup> 2014 IBC** – Metrological, provider of the cloud-based Application Platform for TV Apps, today announced that it has joined the RDK (Reference Design Kit) Community.

Metrological joins more than 160 community members. These comprise chip vendors, OEM hardware manufacturers, app developers and system integrators. Members use the RDK to provide a common underlying technology layer that shortens the development cycle for TV set top boxes and apps.

The RDK is a pre-integrated software bundle that provides a common framework for powering customer-premises equipment (CPE) from TV service providers, including set-top boxes, gateways, and converged devices. The RDK was created to accelerate the deployment of next-gen video products and services. It enables TV service providers to standardize certain elements of these devices, but also to easily customize the applications and user experiences that ride on top.

Metrological's CTO, Albert Dahan, adds: "Metrological is compatible with and supports the RDK. Fundamentally, we enable operators to manage and monetise opportunities relating to app delivery. Our technology speeds up development and gives the operator full control to manage the app ecosystem, bringing those opportunities radically closer for operators."

RDK Management, LLC is a joint venture between Comcast, Time Warner Cable, and Liberty Global created to administer the Reference Design Kit (RDK). For more information about RDK please visit <http://www.rdkcentral.com>.

### 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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