

ICAREUS ITV SUITE INTEGRATOR

DATA SHEET

TOTAL INTEGRATION - AUTOMATE YOUR ITV CONTENT PRODUCTION PROCESS

- faster updates for your applications
- fits to existing content management systems
- content production can be fully automatized

Icareus iTV Suite Integrator enables broadcasters, operators, content producers and advertisers to automatically generate iTV applications from XML data, without changing the database architecture.

MAIN FEATURES

Icareus iTV Suite Integrator is a step forward in the creation of interactive applications for various digital television environments. It enables broadcasters to automate the production process partly or in full, marking it more efficient in terms of time, resources and results.

Broadcasters and application developers can benefit from Icareus iTV Suite Integrator by reducing the time for application development, by having an automatic application creation and update process, and by re-using and integrating their current content databases.

The purpose of Icareus iTV Suite Integrator is to produce iTV applications from SML –data. Icareus iTV Suite Integrator is easy to integrate to existing databases or publishing systems using SADL (Suite Application Description Language) 2.0.

SADL 2.0 is an XML-language that is used to describe complete iTV applications. One XML document describes one .nkr –file mapping all the features of Icareus iTV Suite Author. It enables developers to implement complex application templates that can be then updated automatically from any content sources. With SADL it is easy to integrate Icareus solutions to existing content management systems.

SADL 2.0 is an open specification available for all developers on request.

iTV Suite Integrator's functionality is based on content brokers, which receive SADL 2.0 documents, process them and publish them via ftp or lan deployer to an object carousel or iTV management system.

Icareus iTV Suite Integrator offers a web based management interface and is implemented using latest Java technologies.

For example, you can use Icareus iTV Suite Author to build a complete application and then export it as a SADL application template using the Export to SADL functionality. This template can then be put into a

content management system and be generated automatically when new content is inserted (e.g. news). Finally using Icareus iTV Suite Integrator Management Interface you can define where to retrieve the application and where to publish it. Once this is done the application will be automatically updated as often as you want.

More information is available at
<http://extranet.icareus.com>

Icareus iTV Suite product family includes also:

- Icareus iTV Suite Author – easy and fast creation of advanced iTV
- Icareus iTV Suite Player – reliable and high performance iTV applications engine
- Icareus iTV Suite Viewer – stand alone PC emulator for iTV Suite applications

AVAILABILITY

All sale enquiries should be directed to Icareus Sales Team:

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