OPENTV ACCOUNT

ABOUT OPENTV

OpenTV, the world's leading interactive television company, has been making iTV work over digital networks since 1996. We offer a complete solution covering the entire iTV spectrum. We're involved at every juncture - from the middleware that makes interactivity possible to the applications that create compelling content, and from set-top box integration to the professional support services that leverage our experience from real-world deployments. With well over 20 million digital set-top boxes deployed in over 50 countries and 50 digital cable, satellite, terrestrial and telco network operators using our solutions, OpenTV has more experience than any other company. OpenTV is simplifying the business of iTV from end-to-end and we're making it easy to generate new revenue streams with every click of the viewer's remote.

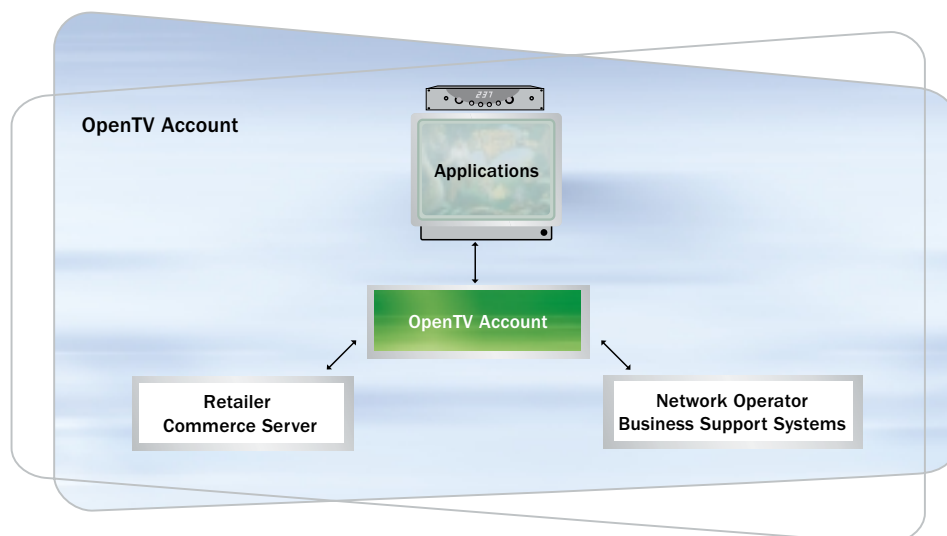*Customer Care Application*

OPENTV ACCOUNT

OpenTV Account, a central component of OpenTV Enterprise Solutions, is a single sign-on, e-wallet and e-receipt solution for interactive TV that unlocks the value and potential of t-commerce for network operators. It connects interactive TV applications with retailers' commerce engines and network operators' business support systems (subscriber management, customer care and billing), while ensuring that network operators retain control over the value chain of t-commerce and the relationship with their customers. OpenTV Account enables interactive TV applications to access customer information held by network operators' business support systems, making t-commerce transactions easy and secure. As an example, when a viewer purchases a book from an enhanced TV program, their payment and shipping details are automatically added to the order by OpenTV Account before passing it to the commerce server of the book retailer. Access to customer details is strictly controlled to protect the commercial value of the information and the privacy of viewers.

OpenTV Account provides a single sign-on for viewers for all interactive services, providing a consistent experience and secure access to their e-wallets, with support for express purchases. Viewers can register their details via a TV-based self-service interface or using a traditional call center. OpenTV Account captures e-receipts for orders so that viewers can easily access details of orders made across all t-commerce services. This functionality is important for building and maintaining viewer confidence in t-commerce and controlling customer care costs.

It's the EXPERIENCE. ™

OpenTV Account logs all transactions and access to viewer information so operators can gain critical business intelligence and accurately bill retailers for their activities. OpenTV Account provides its functionality without requiring significant modification to a retailer's business processes or commerce engines, enabling a low-cost deployment for retailers through reuse of existing systems and standards. The business knowledge gained from a history of transactions allows operators and retailers to better target products and services for individual viewers.

PRODUCT FEATURES

Single sign-on
- Viewer registration, identification and authentication

E-wallet and address book management
- Secure management
- Express transactions and purchases
- Strict application access control

E-Receipt capture and management
- Order tracking for viewers and operators
- Self-service and call-center access
- Increases viewer confidence
- Reduces customer care overheads

Entitlement and information control
- Protects the network operator/customer relationship
- Enforces network operator business rules
- Protects viewer privacy
- Flexible retailer billing and management
- Strong scalability and availability

- Robust architecture
- Support for asynchronous processing
- Secure transaction integrity

SYSTEM REQUIREMENTS

OpenTV Account, a component of OpenTV Enterprise Solutions, will work with applications running on all versions of OpenTV middleware, developed with OpenTV or third-party development tools. The components of OpenTV Account are deployed across proxy, application and database servers. The proxy and application servers can be implemented across low-cost Windows® 2000-based servers. The servers are typically located in a central data center. The proxy servers may also be distributed to regional or local head-ends to reduce network traffic. The sizing and number of these servers is dependent on the size of the network, the number and type of applications deployed and the level of online interactions.

PRODUCT SUPPORT AND TRAINING

- Maintenance and support are provided with OpenTV Account

- Integration of OpenTV Account into a network operator's existing infrastructure can be provided by OpenTV's Professional Services organization.

It's the EXPERIENCE. ™