

# ACCESS on TV

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**VISIT US AT IBC:**  
**STAND 1.A33**  
**STAND 4.A71**  
**STAND IP350**

## ACCESSing Amsterdam

IBC in Amsterdam will be a great opportunity to see our latest **DLNA**, **HbbTV** and **TV Browser** solutions all designed to make seamless media access an exciting reality across set-top boxes, TVs, mobile phones and other connected consumer devices.

Check out the demos of NetFront™ Browser, NetFront™ Living Connect, NetFront™ Media Player and NetFront™ Widgets software solutions at our partner's booth.



### STAND 1.A33

#### Cabot Communications Ltd

ACCESS and Cabot have jointly developed an HbbTV solution that can be plugged into any digital TV or set-top box platform. The companies will show a HbbTV demo, as well as a fully integrated DLNA solution.

### STAND 4.A71

#### Pirelli Broadband Solutions

The company's Residential Gateway DRG A226M is operating with ACCESS NetFront Living Connect and has successfully completed the DLNA Certification & Logo program.

### STAND IP350

#### Vestel Electronics

Has selected ACCESS' NetFront Browser, NetFront Living Connect and recently announced an HbbTV plug-in package for its entire range of connected digital TVs and set-top boxes.

## Dig Deeper – new whitepaper on seamless media access & DLNA

Home networking is an area of great promise. However, to date media producers have struggled to support an increasing range of devices and displays from different vendors that are often mutually incompatible. Service providers have faced a complex technical challenge of integrating multiple components. Consumer electronics manufacturers compete to offer more features and functions, however this can get in the way of working with products from other vendors. The result to date has been far from seamless. These issues all conspire to frustrate the consumer.

The main aim of this new paper from ACCESS is to demystify the technologies required to deliver consumer friendly home networking and remove consumer frustration.

If you would like to know more about how we are enabling seamless media access through our support for DLNA, please e-mail [tv@access-company.com](mailto:tv@access-company.com) to receive a copy of our whitepaper.

## Connected TV and Seamless Media ACCESS



Neale Foster, VP of business development and sales, ACCESS Systems Europe

I am delighted that we can demonstrate the acceleration in ACCESS' activities in the digital TV space at IBC 2010. The exhibition presents the ideal platform for us to reach out and show how we are making seamless digital living a reality, through giving consumers a simple way of joining the dots of their digital experience and accessing their media wherever and whenever they choose.

Thanks to the unique breadth and depth of our portfolio of connected and converged TV solutions we are experiencing a high level of commercial interest and deployment for our solutions. Already the world leader in TV browsers, at ACCESS we have designed and produced a portfolio of solutions that support global and specific local TV standards to meet the expanding market for catch-up and connected TV services.

Visitors to IBC will be able to see how we are at the heart of two of the most exciting current developments in connected TV; converging broadband and broadcast through HbbTV and DLNA powered home networking.

If you would like to know more about our solutions, please feel free to get in touch. The team and I would be delighted to arrange a meeting with you at IBC, so that we can show you how we are driving towards a future of seamless access to converged digital media.

### S&T gets ACCESS to HbbTV

S&T has signed a licensing agreement with ACCESS Systems Europe to enable it to offer a complete HbbTV solution suitable for integration with any digital TV receiver. S&T will re-distribute ACCESS' NetFront Browser and associated HbbTV extensions to offer an integrated HbbTV solution, complete with a Digital Storage Media Command and Control (DSM-CC) client and HbbTV signalling, direct to manufacturers of digital TV receivers.

## ACCESS on video

We have recently made two short videos in discussion with John Moulding of Videonet. Check them out by going to Videonet's video and audio section at [www.v-net.tv](http://www.v-net.tv)

### Connected TV and HbbTV

Connected TV and Hybrid Broadcast Broadband (HbbTV) have gained a lot of attention this year and in this video interview, Dr Neale Foster discusses whether they really have the potential to change the TV experience significantly, and what services broadcasters are most interested in delivering using HbbTV.

### Next-gen DLNA

The home is set to become a key battleground for service providers. In this video interview, Jörg Eggink, considers Connected Home services and looks at next-generation DLNA.



## Meet the team

The team that is driving the development of solutions for the digital TV space in Europe is as follows:



### Dr. Neale Foster - VP Sales & Business Development

An expert in IPTV, broadcast technology in general and interactive TV in particular, Neale is spearheading the efforts of ACCESS in TV-centric applications, providing customers and partners with solutions to enable the seamless connectivity of TVs and broadcast applications.

Prior to joining ACCESS, Neale was Director of Business Development at Miniweb. Prior to Miniweb, he was Vice President of Channel Sales and Business Development at Espial where he spent 7 years and was a driving force behind establishing Espial's leadership in IPTV. Neale has over 15 years technical and commercial experience in the consumer and software market.

Before Espial, Dr. Foster worked at Wind River Systems as Marketing Manager, Automotive, where he established Wind River's position in that segment. His background also includes experience in project management, software sales and business development with companies such as British Aerospace. His PhD research involved designing digital fly-by-wire control systems for helicopters.



### Jörg Eggink - Product Manager, Connected Home

Jörg is responsible for defining ACCESS' strategy and product roadmap for DLNA, OTT, Content Delivery and server backend initiatives, including Widgets and content transcoding. He previously led ACCESS' Network Services and System Solution department, which successfully launched the global i-mode service with European operators.

Prior to ACCESS he worked at NEC. He holds a Diploma Degree in Communication Engineering from University of Applied Sciences Cologne and is also a Graduate in Business Administration from the University of Hagen.



### Ye Wang - Senior Product Manager, Digital TV

Ye Wang manages the ACCESS digital TV products portfolio, including browser products for HbbTV, BBC iPlayer, CE-HTML, CANVAS and the company's Widget solutions. He has actively participated in many European DTV projects and been closely involved with implementing TV standards.

Prior to joining ACCESS, Ye played a key role in a consulting project for France Telecom, devising business models for integrated home gateway services. Ye held senior engineering positions at ZTE and Alcatel in China. Ye possesses a MBA degree in General Management from EDHEC Business School (France) and a Master degree in Biomedical Engineering from Southeast University (China).

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## PRODUCT NEWS

### NetFront Living Connect 2.0

The recently launched NetFront Living Connect v2.0 is packed with new features anticipating the next generation of DLNA guidelines, so that ACCESS is poised to provide device manufacturers, content providers, and ultimately end-users, with state-of-the-art DLNA capabilities. The most notable new features include Content Synchronization and Smart Media Manager. Furthermore NetFront Living Connect v2.0 lays the groundwork for DLNA Scheduled Recording Service and Remote User Interface, two of the most important features of the next generation DLNA standard.

The combination of the advanced functionality of ACCESS' NetFront Browser, NetFront Widgets and NetFront Living Connect provides a turn-key commercially deployable solution for DLNA Remote User Interface.

If you would like to schedule a private demonstration of ACCESS' SRS and RUI solutions, please contact Neale Foster at [tv@access-company.com](mailto:tv@access-company.com)

### HbbTV

NetFront Browser DTV Profile HbbTV Edition gives OEMs, middleware companies and service providers the ability to significantly upgrade their existing devices and solutions by adding interactivity to linear broadcasting and seamless access to hybrid broadcast and broadband content.

NetFront Browser DTV Profile HbbTV Edition's plug-in approach not only ensures a smooth HbbTV-compliant upgrade path but also provides advantages over other existing HbbTV solutions including:

- NetFront Browser is specifically optimized for embedded environments and features a remarkably small RAM/ROM footprint and low CPU power consumption.
- NetFront Browser DTV Profile HbbTV Edition has been commercially deployed and dramatically accelerates time-to-market.
- NetFront Browser DTV Profile HbbTV Edition can be integrated with other ACCESS solutions for the connected digital TV market including NetFront Living Connect (a DLNA-certified software solution) and NetFront Widgets.

## FUTURE EVENTS

Catch up with the ACCESS team at the following events this year, where we'll be participating in conference sessions:



21-22 September 2010  
London



12-13 October 2010  
Istanbul



7-8 December 2010  
London

## Contact us:

If you'd like to know more about ACCESS or to arrange to meet us at IBC, please email [tv@access-company.com](mailto:tv@access-company.com)