

# Interactive and Music Television

**Interactive television offers the audience appealing ways to interact with programming in real-time and via personal mobile phones or other means. Interactive television can dominate channel activities 24/7 or simply compliment regular programmed slots. The most common applications of interactive television include SMS chat, quizzes, polls and music ‘Jukebox’ channels, though many other possibilities exist.**

VECTORBOX open architecture makes it an ideal choice for interactive playout projects as it is possible to remote control the continuity and put any clip, graphic template and individual text string to air through standard .xml integration with a third-party system. Furthermore VECTORBOX high level of automation combines with absolute reliability for automatic 24/7 unattended playout where remote clip and graphic loading and control are required.

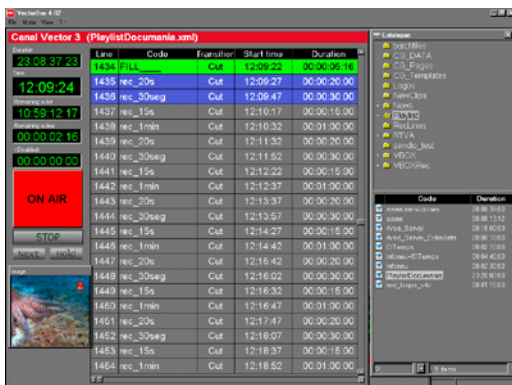
Though .xml integration with any third-party SMS server system on the market is a possibility, we offer VECTORBOX Tatamia as an end-to-end playout solution for enhanced and interactive TV applications including SMS chat and Music-Jukebox channels.

## VECTORBOX Tatamia

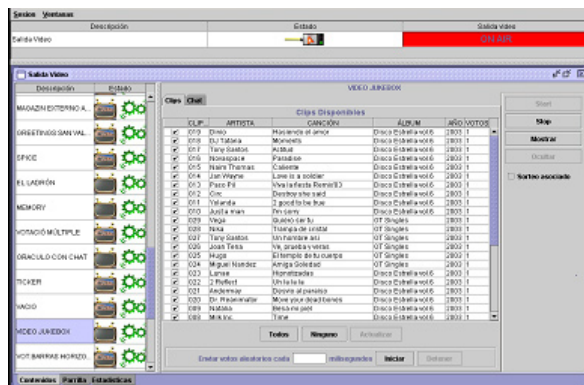
VECTORBOX Tatamia is a specially developed solution offering high-quality and attractive output through dynamic interaction with audiences via premium mobile messaging. For many of our customers, VECTORBOX Tatamia is the foundation of a sound business model, allowing them to create new revenue streams via:

- Premium SMS chat into your programming
- Jukebox application with video clip voting
- Real-time polls and quizzes with on-screen results
- Greetings and chat applications during talk shows
- MMS and email interaction (optional)

## System Components



VECTORBOX Playout Interface



Tatamia Control Panel

VECTORBOX Tatamia is the seamless integration of two systems: VECTORBOX playout and Tatamia Interactive Channel System. VECTORBOX provides clip and graphic playout as well as a full range of master control room playout features and Tatamia Interactive Channel System enables and manages all SMS and interactive functions. VECTORBOX Tatamia is delivered as a complete turnkey solution and includes interfacing to your contracted SMS gateway.

## **VECTORBOX Tatamia Modules**

VECTORBOX Tatamia is modular and provides basic interactivity including SMS chat and voting at starter level with music jukebox functionality, MMS and email available as options:

### **Module 1 Starter. SMS Chat, Voting**

- Chat, voting, nicknames, blacklist, reporting tools, draws, moderating tools
- Audience / community SMS chat forum
- Polls with questions, answers and options
- Updated poll results on air and in real-time
- Combined voting and on screen messaging
- Participant draws and lotteries

### **Module 2. Music Jukebox**

- Jukebox application: users can decide the next clip to go on air
- Viewers select and dedicate videos and chat via SMS with other viewers on screen
- Total integration with VECTORBOX catalogue, playlist and graphics

### **Module 3. E-mail support**

- System can receive emails or MMS sent as email

## **VECTORBOX Tatamia Features**

VECTORBOX Tatamia includes one of the most advanced interactive TV feature-sets on the market and gives the user the ability to put an attractively branded, dynamic and profitable channel on air quickly with the flexibility to stay ahead of the competition.

### **General Features**

- Fully reliable for 24/7 unattended playout
- Seamlessly integrated end-to-end system
- Remote control of playout
- Independent playout management for non-interactive services
- SMS processing, automatic playlist creation and clip launch
- Real-time configuration and management via user-friendly configuration panel
- Easy management of video selection, ranking, voting criteria and simulation messages
- Unicode for multi language support
- Real-time traffic statistics and report generation for all areas
- Integration with other outputs like Teletext (optional)
- Remote monitoring, software updates and support included
- Optional support of e-mail and MMS messages

### **SMS Chat**

- Air viewers opinions via text messages during the show
- Configurable chat moderation and modification with timeout and pass/drop policy

- Impersonation and nickname management
- Control of coded telephone numbers
- Message simulation and recycling
- Messages never lost/persistency
- Looping of cool messages
- Speed flow control

### **Interactive TV and Voting**

- Launch and manage quizzes and draws among viewers
- Dedications, votes, anti-votes and VIP votes with weight definition
- Combine interactive formats during the same programme
- Define audience questions and answers in a few seconds
- Quarantine control for most voted clips
- Configurable screening pattern for promotional clips
- User-friendly management of available clips and videos
- Real-time vote score sorting
- Real-time traffic statistics per day, application etc.
- Selectable tie solving policies
- Configurable auto-reply messages
- Report generation for clips played, vote messages, votes per day, most played clips, most voted clips with filters etc.
- Centralised management of all interactive services
- Each service has its own configuration and control tool.
- Easy management of current ranking, voting criteria, simulation messages

### **Graphic Output**

- Real-time 32 bit graphic templates including crawls, vertical scrolls, animations and text
- Flash animations and graphic file sequences
- Easy-to-use graphics templates for creating your own custom look and feel on air
- Re-usable graphics playlists suitable for all smaller clips
- Graphic “TC in” and duration linked to either the beginning or end of the clip
- Layout text as crawls, tickers, vertical scroll, titling, etc.
- Real-time XML text integration to Tatamia or any other source
- Multiple graphic layers with alpha channel
- Tickers can store and re-use text or disappear

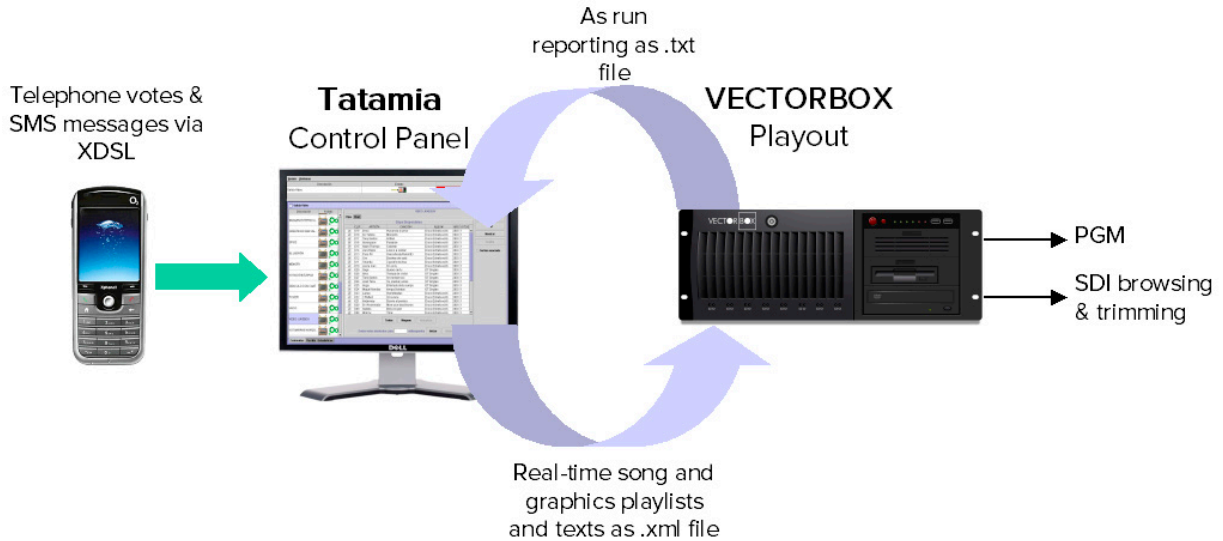
### **Connection Manager**

- Optional interface to third-party external systems like teletext, audio text, email...
- Connects to any SMS gateway via any protocol
- Routing to applications 100% configurable
- Alarm indicators on connectors
- Automatic reconnection in case of temporary failover
- Connection availability email report
- Open to new format development.
- Message counter

## **VECTORBOX and Tatamia Interfacing**

VECTORBOX interfaces with Tatamia SMS server to ensure seamless clip and graphics playout by importing media schedules and graphics playlists as well as text values in .xml file format. VECTORBOX can also export as run lists as .txt files for billing and other financial systems.

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## Installation

Vector 3 undertake to work with the broadcaster's personnel and consultants to ensure that all aspects of the VECTORBOX Tatamia project are managed to a professional standard with regards to both installation and training.

Tatamia is provided as a software only or software-plus-hardware package to be connected to a telecom operator via Internet. Our engineers have to setup a test connection to the telecom operators to carry out proper testing and configure the correct plug-in. During this phase customer support will be required. Remote installation and test/training are included in the system quote. If on-site training is required this is quoted separately.