

## Digisoft announces General Availability of a Software Development Kit (SDK) for Advanced IPTV Service

Monday 15 September 2008

Digisoft.tv, today announced the general availability of a Software Development Kit (SDK) for their flagship service delivery platform, DigiHost. The SDK provides IPTV service providers and system integrators with a complete toolset for creating real world interactive television (iTV) applications and launching distinctive new revenue generating SD and HD services without increasing CAPEX.

The SDK is part of the DigiHost Service Delivery Platform that supports and manages the complete delivery of advanced interactive TV services through the Digisoft Java-based program guide (or IPG) on set-top boxes and other client devices such as PCs including content delivery via portable storage devices. It also includes interfaces to allow integration to existing head-end servers such as entitlement, member management and OSS or BSS. This also allows flexible customisation of business rules, workflows and processes to support new revenue models or to allow customisation of existing processes, extending the DigiHost server functionality as required by the operators.

The SDK enables operators to:

- Rapidly design and develop cutting edge, revenue generating iTV applications.
- Customize existing applications for state-of-the art deployment on TVs, PCs and a variety of portable client devices.
- Realize new market potential quickly and reliably with a short development cycle supported by easy-to-use Java libraries, samples and training.

Digisoft's SDK includes a client application development library for building interactive, multi-channel iTV applications, with components for styling and defining high-quality graphics quickly and flexibly.

"The availability of the DigiHost SDK gives TV operators a powerful tool that enables them to rapidly develop high value revenue generating applications, giving them a faster return on investment in their IPTV infrastructure", said Tom Higgins, Executive Chairman, Digisoft.tv Ltd. "It gives them true flexibility to launch new services in the marketplace by putting development tools into their hands and opening the architecture to their needs, as opposed to forcing them to adhere to a fixed, vendor-defined, often unsuitable, unprofitable, proprietary product roadmap."

DigiSoft will be demonstrating its Next Generation IPTV Service Delivery Platform and Java based Middleware At IBC Hall12, IPTV Zone Stand no: IP231.