NeuroTV
Interactive Solutions Provider
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Mission

• Interactive Solutions Specialist
  – Interactive Television on digital set-top-boxes
  – Real Time 3D on-air graphics

• Innovative Technology provider

• Tailor-made applications developer and broadcast systems integrator
Interactive TV Solutions

• End-to-End ITV suite
  – ITV application authoring
  – Media Assets Management automation
  – Application and data broadcast
  – VOD service platform
  – Generic ITV player
Authoring ? EdiTV

• ITV application graphical Authoring Tool for MHP
• Dynamic content ITV application authoring
• Templates and navigational structure editor
• Dynamic Content set-up
• Dynamic Menus and Navigation
• TV-centric graphical design tool
• Native support of iTVmachine for application dynamic content management
Assets Management ? iTVmachine

- Open customizable Content Management framework
- Projects and applications Content Management Tool
- Content Acquisition and Publication Automation Tool (policies driven)
- Content acquisition from live feeds, databases, web-services or human contributors
- Standard publication plug-ins for MHP and Media Highway
- Open publication API for compatibility with third-party publication plug-ins
- Automated remote update of multiple target application broadcast systems
- Native support for Thales Synapse platform and individual Thales Coral servers
- Remote Management Graphical User Interface
- Remote System supervision Mode
ITV Service platform? Synapse

• Easy manipulation and integration of diverse interactive applications
• Multiple data formats are supported (MHP, OpenTV, Media Highway, OCAP, SSU or private data)
• Secure access point for third parties and interactive application content providers
• Bandwidth optimization at the head-end level
• Easy supervision and clear display for accurate monitor and control
• Advanced security capabilities for management and control
• XML reporting and logging format
ITV broadcast? Thales Coral

- Real-time broadcasting of MHP iTV applications
- Supports simultaneously MHP, OpenTV, Media Highway, OCAP, SSU or private data
- Management of all MHP descriptors
- Powerful automatic mechanism to optimize MHP carousels
Transactions ? VOD platform

• Web-based (XML) interactive VOD service platform
• On-demand VOD metadata distribution
• User profiling and management
• Transactions handling
• Shopping cart concept
ITV application? MHP Player

- TV-centric generic DVB-MHP application
- Simplified ITV content browser
- Versatile and robust core application
- Extensible through plug-in mechanism
- VOD plug-in available
Interactive TV Services

• Custom-made application for ITV set-top boxes
  – Media Highway
  – DVB-MHP
  – Windows (Media Center)

• ITV Service platform integration
  – Update and control of ITV applications and data broadcast servers
  – Configuration and control of other equipments (Mosaïc, acquisition server, …)
  – Video On Demand servers integration
BeTV – Be à la séance
BeTV – Be Météo
BeTV – Mosaïc
CAVIAR (IDEATEL)
EVS – Video on Demand
NeuroTV
REAL TIME 3D SOLUTIONS

BROADCAST ON-AIR GRAPHICS - VIRTUAL INTERACTIVE CHARACTER
Real Time 3D solutions

- On-air 3D graphics production
  - NeuroGRAFX
- Virtual 3D characters
  - NeuroTOON
  - ToonStudio
3D graphics? NeuroGRAFX

- Real Time 3D animation technology
- Powerful core 3D engine
- Latest features of high-end graphic cards
  - HLSL Shaders
  - Bump mapping
- Optimized for broadcast requirements
- Open architecture
- Fast “design – test – play” workflow
NeuroGRAFX workflow

- Design with 3DS Max and export (GrafXport plug-in for MAX)
  - Mesh (geometry, skinning, morph target)
  - Cameras
  - Lights
  - Materials (textures, shaders, colours, transparency)
  - Animations (rotation, position, scale, attributes)
NeuroGRAFX workflow (2)

• Integrate
  – GrafXplayer: a simple editing tool to play and control 3D sequences
  – scriptable behaviour (LUA programming language)
  – GrafXDK: API documentation and SDK

• Play
  – Operator’s dedicated GUI
  – Triggered by events or data updates
  – GrafXRecord: record plug-in (compressed and uncompressed modes)
NeuroGRAFX hardware

- High-end rackable PC
- Nvidia Graphic board
- SDI input and output (fill + alpha key)
- SD and HD resolution
- Windows XP
3D Characters? NeuroTOON

- Real Time animation of 3D virtual characters
- NeuroGRAFX real time 3D engine
- Standard ToonGUI: a specialized GUI for easy 3D characters real time animation
- ToonLauncher: 3D character selection and assets (backgrounds, sounds, …) configuration tool
3D Characters? TOONStudio

• Complete 3DS Max source files of a standard 3D character
• ToonXport: animations, character and 3D items export plug-in for MAX
• ToonCheck: animations and characters validity check plug-in
• ToonBuilder: editing tool for facial expressions, character configuration and ToonGUI set-up
Real Time 3D services

- Custom application development and stage installation and set-up
- Custom control GUI design and integration
- Automation system integration
- Task specific tools design and development
- 3D Virtual characters and 3D assets design and integration
RTBF - 60 secondes
RTBF - Elections
RTBF - Eurokids
3D characters - Cyberbilly
3D characters - Doctoon
Our Proposal

Innovative technological products in tailor-made solutions