

## TV App Agency Announces an Easier Way to Develop Video Apps for Smart TV

Written by Australian Business

---

AMSTERDAM, September 12, 2013 /PRNewswire/ --

[TV App Agency](#) Ltd. announced today a new solution using Helix Broadcaster and Helix Universal Server from RealNetworks to allow organizations to bring live and on-demand content to Smart TVs through customized apps.

Smart TV development platforms have always been fragmented, making application development complex and time-consuming. In response to growing demand, TV App Agency created a self-contained development and deployment platform that extends to more than 85 Smart TV models. Combined with the robust encoding and streaming capabilities of Helix Broadcaster and Helix Universal Server from RealNetworks, the new solution allows broadcasters and content owners to easily create apps that deliver live and on-demand content to Smart TV consumers.

"The superior live and on-demand streaming capabilities delivered by Helix Broadcaster and Helix Universal Server perfectly complement our app development platform and allow easy integration of video into Smart TV apps," said Bruno Pereira, Director, TV App Agency. "Companies can now extend channels from the web to Smart TV."

The new solution allows companies to create their own Smart TV apps without the middleware or backend systems traditionally required for development. With universal reach for a wide range of Smart TVs, the solution helps companies capitalize on a rapidly growing worldwide market.

## TV App Agency Announces an Easier Way to Develop Video Apps for Smart TV

Written by Australian Business

---

"We want to give customers choices to suit their business requirements. Our partnership with TV App Agency lets customers integrate live video with a CDN or deliver it independently," said David J. Smith

, Director, Global Partner Platform, RealNetworks Helix Division. "It's a whole new way of bringing live and on-demand content to Smart TV and the ease of deployment will transform the industry."

Demonstrations of the TV App Agency / RealNetworks solution can be seen at this year's International Broadcasting Convention (IBC2013) in Amsterdam, September 12-17 at the RealNetworks booth, Hall 14, Stand 107.

### About TV App Agency

TV App Agency delivers TV App Engine, the cross platform TV app compiler that enables developers within companies, agencies, content owners and broadcasters to create native TV apps for multiple connected TV's and IPTV devices. For more information, visit <http://www.tvappagency.com>

**About RealNetworks** RealNetworks creates innovative applications and services that make it easy for people to connect with and enjoy digital media. RealNetworks invented the streaming media category and continues to connect consumers with their digital media both directly and through partners, aiming to support every network, device, media type and social network. Learn more at <http://www.realnetworks.com>

**Contacts:** Bruno Pereira Director, TV App Agency Ltd. +44(0)75-4083-4810 [bruno@tvappagency.com](mailto:bruno@tvappagency.com)

Jodi Swanson Director of Marketing, RealNetworks Helix Division 206-892-6452 [jodis@realnetworks.com](mailto:jodis@realnetworks.com)

SOURCE TV App Agency