

SAN JOSE, Calif., Sept. 12, 2013 /PRNewswire/ -- ActiveVideo® today announced that Glashart Media, a Dutch IPTV service provider (now part of KPN) has executed a system-wide upgrade of its interactive services to the ActiveVideo CloudTV™ H5 software platform.

Glashart Media is using CloudTV H5 to deliver cloud UIs and other rich interactive services -- including an EPG, on-demand video, Cloud DVR, and other advanced applications -- to thin-client IPTV devices. The CloudTV-powered service is live in approximately 140,000 homes and is attracting an average of 1,200 new customers each week. Glashart Media will continue to leverage a cloud UI approach using CloudTV to rapidly innovate and expand its service offerings and subscriber acquisition.

CloudTV decouples the user experience from device dependencies, enabling IPTV, telco, cable and other pay-TV providers to reduce costs and time-to-market for multiplatform television experiences. CloudTV H5, the latest version of the platform, features key innovations in product and network scalability that are supporting the accelerated deployment of differentiating user interfaces and applications written in HTML5.

"CloudTV has been essential to Glashart Media's ability to achieve key success metrics, including an annual doubling of subscribers and VOD take rates of three items per subscriber per month," said Niels Jonkman, business manager at Glashart Media. "The performance enhancements of CloudTV H5 and the ability to work with the deep pool of HTML5 web developers are enabling us to accelerate innovation of new services, to drive increased customer penetration and to enter new market areas."

"A key advantage of a solution based entirely in the cloud is the ability to execute upgrades in the network, rather than at the device level," said Ronald Brockmann, CTO of ActiveVideo. "Transitioning Glashart Media to CloudTV H5 -- an entirely new platform -- required only a simple software upgrade in the cloud; there was no new equipment needed, no changes to network infrastructure and no inconvenience to customers."

Using highly optimized browser technology, CloudTV massively scales to render the complete

UI in the cloud to enable consistent multiscreen delivery of advanced user interfaces. The CloudTV H5 platform streams user experiences with low latency in either H.264 or MPEG2 via IP or QAM networks to any STB, CI Plus television or connected device. The cloud-based execution and rendering enables rapid, cost-effective development of complex animations and functionality for any connected device, regardless of processing capability.

CloudTV is available on more than 10 million devices in the United States and abroad with Cablevision Systems, Ziggo, Oceanic Time Warner Cable and other operators and with Comcast in a multi-stage trial in one of the country's most competitive markets. In addition, Charter Communications is using CloudTV to support its cloud-based UI strategy. CloudTV also is on Philips-brand NetTVs and is powering advanced user experiences for Net2TV, a virtual service provider.

About Glashart Media

Glashart Media is a major radio and television provider delivering service to approximately 200,000 subscribers on fiber networks in the Netherlands. Besides analog, digital (DVB-C) radio and television, Glashart Media offers particularly innovative interactive (IPTV) radio and television services with the highest quality. Glashart Media services are currently being sold through the following service providers: Fype; Lijbrandt Telecom; Scarlet; and Tweak.

About ActiveVideo ActiveVideo® is a Silicon Valley company that harnesses the power of the cloud to accelerate multi-platform television experiences. The company's anchor technology enables Pay-TV Operators, Online Video Providers and CE Manufacturers to deliver advanced user experiences – irrespective of device dependencies - by rendering the UI in the cloud. The company's flagship platform – CloudTV™ - frees the service provider from device dependencies that limit reach and fragment user experiences across diverse device platforms. Using a "write once, deploy everywhere" approach, CloudTV eliminates the need to write content services for countless device makes and models, resulting in lower operational cost and faster time to market. ActiveVideo is based in San Jose, CA, with offices in Los Angeles

and Hilversum,
the Netherlands

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Written by Australian Business

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