



## V4x Interactive Media Platform

Produce anywhere interactivity everywhere



[www.v4x.com](http://www.v4x.com)

The V4x Interactive Media Platform delivers compelling synchronized contextual interactivity for video. With a complete toolset that streamlines the content process, V4x makes it easy and cost-effective to repurpose television programs, add dynamic interactive elements like polls, "click to buy" ads and games. V4x manages the multi-platform delivery to digital video services such as 3G Video Streaming or Mobile TV (ATSC-MH, DVB-H, DMB) and Web Content Delivery Networks, and the return path for SMS, MMS, m-commerce services and others.

# INTERACTIVE VIDEOS on Mobile and Web

Create and Control New Viewer Experiences and Generate New Revenues

## Repurposing

Superfast Clipping & Image Optimization



Repurpose TV programs in a few clicks with our Smart Clipping algorithm, which identifies and portrays all the scene changes and story breaks, and extracts clips to build your mobile and web video sequences quickly and efficiently. Reframe and zoom on video clips automatically.

## Interactivity Enrichment Interactive Synchronized Sequences

Assemble rich media wheels of video clips, audio or placeholders for live streams. Use one click interactive scene templates and just enter the specific metadata such as voting questions / answers, SMS number, weblink URL, picture file etc.



Interactive Sequences



Web



Mobile

## Engagement

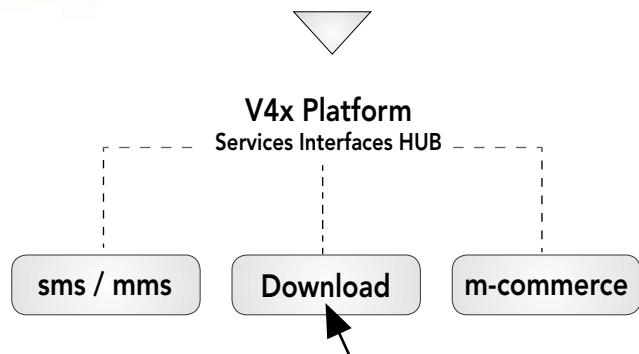
Unique Viewer Experiences

V4x OnAir Widgets deliver a unique Mobile and Web viewer experience, LIVE and V.O.D,

## Multiplatform Delivery

Interactivity Delivery Platform

The V4x Interactive Media Platform provides the back office infrastructure for managing the delivery to multiple different formats, interfacing with third party platforms for m-commerce or subscriptions and providing a back office for any type of interactive services that is scalable from very small audiences to very large ones.

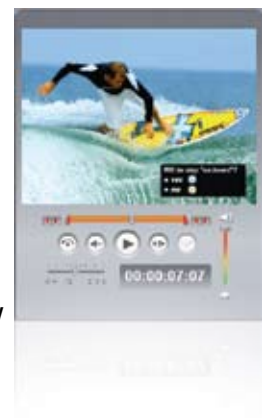


## V4x Sequencer



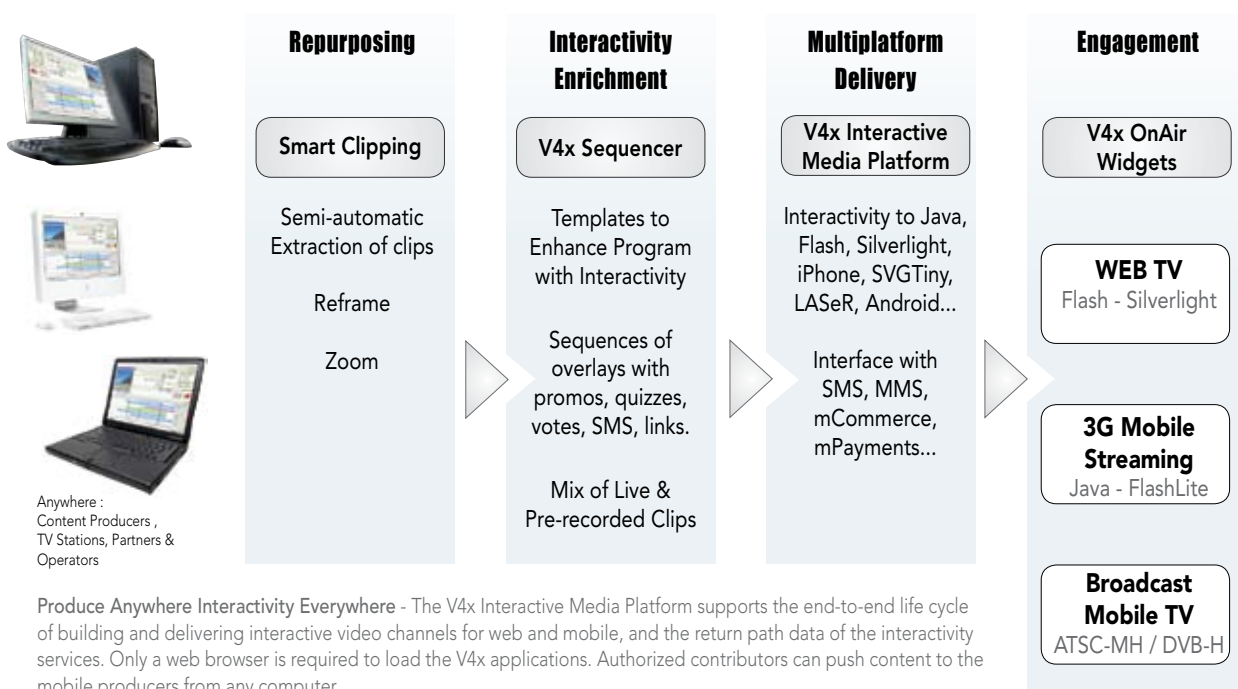
Sequencer

- **Synchronize interactive overlays.** Apply pre-defined wizards and graphic templates to enhance the programming with logos, tickers, transitions, opening and closing animations, and graphic overlays providing one-click interactive links to SMS vote, MMS download, VOD content, eCoupons or eCommerce sites.
- **V4x Adobe CS3 Plug-in.** No need for scripting or programming, any designer familiar with Adobe CS3 Flash can create a template and insert placeholders for metadata.
- **Preview in real-time.** Finished content will appear as on the mobile handsets or on the web.
- **Unique repurposing tools.** Build your mobile and web sequences quickly and efficiently with semi-automatic clip extraction from your television programs, and automatic zoom and reframing.
- **Program "made for Mobile" loops in a snap.** Any producer can make a program loop (or "wheel") in a snap, by dragging video clips and graphic animations into a timeline, and wizards automatic clip insertion, such as top and tail animations.
- **Mix live feeds and pre-recorded video clips.** Publish interactive loops and insert live streaming with pre-programmed or instant interactive graphic overlays.
- **Animate your live shows with "Instant Graphics"** and interactivity for live participation.
- **Non-linear programming.** Insert links in your playlist to selected VOD content.
- **Tag your content for Interactive use.** Web 2.0 tags for a user-driven experience.
- **A professional feature set to prepare high quality programs:** Combined playlist and multi-track timeline assembling of video, audio, graphics and interactive elements, frame accurate proxy trimming for in & out points selection, Project Bin for pre-selecting clips, Multi-track Audio with mixing capabilities, and support of many professional video formats such as MXF and Quicktime for easy integration within your current video production environment.



Preview Window

## V4x Interactive Media Platform



## Catalogue of Services

- **Insertion of Content Contextual Advertising** - Real-time push of contextual ads - Interface to Ad Servers.
- **Program Alerts** - Alerts on favorite program, ticker displaying "What's Next"
- **Voting and On-Line Quizzes**
- **Share & Media Download** - SMS, MMS, Share, Link to Downloads.
- **Information Templates** - RSS feeds, Insertion of existing teletext services, tickers with the latest news, weather, stocks, ability to receive real-time data through a native WebServices API.
- **Links to download sites and m-commerce pages** - Overlays with suggested VOD content, all kind of links with embedded URLs, pointing to VOD content, track download, goodies, mobile website, betting site etc.
- **Activity Statistics Reports & Data-mining** - Tracking viewer usage of interactive services.
- **Interface with ESG** - Output of interactive scenes in OMA-BCAST format for DVB-H Mobile TV.
- The V4x Developer API provides access to the full set of V4x platform services to integration partners.



## V4x OnAir Widgets – Mobile & WEB



Customize the viewer experience: Design your own multi-zone interactive player. Define different 'interactive zones' in your player. The interactive sequence will play the video and animate the different interactive zones in synch.



### Features

- Skinable Media Player for live streaming videos and/or video-on-demand allowing overlays such as clickable lower-thirds, logos, news tickers.
- Support of Adobe Flash & Media Players for WEB, and for MOBILE, Adobe Flash Lite, Java/JSR, SVGTiny, LAsER or other rich media engines.
- Content-related synchronized clickable companion ads.
- Interactive zone for quizzes, polls and votes.
- Chat with moderation console as a safeguard against inappropriate content.
- Catch-up TV browser displaying instantly generated clips from your live program.
- Video-on-demand browsers with elegant navigation.
- Time-line allowing creating personalized playlists with drag-and-drop ease.
- Innovative wheel playlist view.

<b>Impact</b>	Drive traffic by allowing your viewers to catch up immediately on sports, news and programs, properly clipped and immediately available after they have been aired.
<b>Engage</b>	Interact with viewers with votes, comments, chat, statistics, making the experience last longer and generate additional revenues.
<b>Personalize</b>	Skin your 'widget player' and customize your own player.
<b>Control</b>	Back-office real-time measurement of clicks, computation of votes, analytics and reports.
<b>Monetize</b>	Embed advertising in the experience and monetize transactions (e-commerce, downloads.)
<b>Project</b>	Deploy your content virally by allowing viewers to embed your widget into their own Web spaces, blogs, social pages or websites.



## V4x Interactive Media Platform

Mobile viewers demonstrate very different usage patterns and expectations from traditional TV viewers. Having a Mobile TV set in their hands, viewers want to click. Content must be specifically tailored for small screens in order to grab and hold the attention of the consumer.

The V4x Interactive Media Platform offers a unique set of tools to easily and quickly produce interactive, dynamic, video content for multiple platforms and multiple devices. It allows content creators and service providers to efficiently repurpose, assemble, and enrich multimedia sequences with synchronized interactivity for delivery to Web Content Delivery Networks (CDNs) or Mobile Wireless Networks.

## Benefits

- **Next generation of Interactive Mobile Video Now!** For mobile operators and media companies, V4x provides the next generation Interactive Video with proven deployment capabilities, service reliability, richness of user experience and rapid time-to-market. V4x is at the forefront of implementation of new Mobile TV standards such as OMA-BCAST for DVB-H Services, and OMA-RME/SVG for ATSC-MH.
- **A single solution for producing Interactivity on Web and Mobile Video.** Media companies can easily in a single pass repurpose content and enrich it with interactivity for both mobile and online portals, extracting more value from their content.
- **Seamless integration into current television production environments.** A full Interactive Channel can be created by pulling content quickly from current TV productions. It will be fast and effortless to create compelling graphics and interactivity. Smart processes to repurpose, fine-tune and distribute simultaneously interactivity on multiple platforms with various rich-media formats.
- **Cross-Media viewer engagement.** Create unique experiences with a simultaneous delivery to the Web and Mobile, of live rich media animations while your mainstream program is being viewed on radio or television.
- **Content-aware interactive advertising.** The V4x Interactive Media Platform manages the synchronized insertion of advertising, specialized marketing messages and new promotional applets uploaded to the handset. Advertisers will use new and creative presentation styles to engage directly consumers in their mobile commercials through high quality image animations rendered on the handset with "one-click" access to additional services.
- **Focus on Content, Not Infrastructure.** Content producers create and deliver interactive video channels, entirely on-demand and without software. Media companies can focus on content and applications, relying on V4x to deploy new channels in record time at a reduced cost.
- **Produce Anywhere Interactivity Everywhere.** The V4x Platform offers a unique multi-user and multi-location architecture that allows producers to create content anytime, anywhere and deliver it everywhere. V4x will output simultaneously to multiple delivery platforms with all the required transformations for different mobile devices made automatically, and managing the infrastructure and real-time services back office for interactivity. This new distribution stream offers content producers new revenue models for interactive messaging and advertising.

