Case Study: Tornado, Corpus DTV Middleware Platform deployment

Introduction

With regulatory mandate, Indian Cable TV industry is forced to digitize their cable TV services, which forced them to invest heavily from capex heavy headend to recurring STB investment. Corpus software has packaged its Tornado, Corpus DTV middleware framework with revenue generation VAS services enabling the Indian cable TV MSOs to achieve faster ROI and profitability. Manthan Broadband and Cable, a leading cable TV MSO from eastern Indian with more than 2.5 million subscribers wanted to capitalize on the investment for digitalization chosen Corpus software for implementing VAS loaded middleware software solution for STBs

Requirement

Manthan has deployed all varieties of STBs including SD Zapper, SD PVR and HD PVR, each with different combination of chipset and memory. Manthan was looking for the following from Corpus:

Generic Features:

- To implement a common GUI design and navigation on all STB
- Rich design with ergonomic for accessing 7 day programme guide, NVOD, PVR and other important features
- Easy to use reminder and recording feature
- Multi profile favorite channels
- PG blocking and child lock
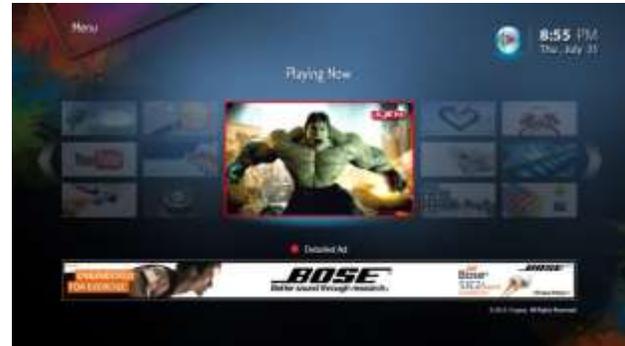- PVR playback with trick mode

- Integration with Irdeto CA system

Revenue VAS:

- Advertisement:: Banner ads EPG and overlay banner
- Interactive TV shopping platform for marketing and selling any product and services
- Interactive education services targeting students
- Interactive services for home makers including cooking, lifestyle, health

Solution

Corpus software has customized it DVB-Java version of Tornado middleware framework based on the requirement, porting on different STB platforms, integration with Headend &

CAS and field testing. The system delivery was divided into many phases adopting agile methodology, first phase was completed with the delivery of HD PVR STBs supplied by ChangHong (ST 7167), which was followed by SD Zapper (ST 5197) and HD Hybrid OTT (BCM 7581) STBs. Corpus software also delivered its VAS service platforms including Adnet, Kidz portal, Deal TV and educational TV to enable newer revenue streams for Manthan. GUI implemented is as follows:

Benefits:

Quick & Easy Development
Good Looking and Same - UI & EPG
Ad revenue across STBs
VAS & Apps – Additional revenue
Faster UI Changes
Faster VAS & Apps implementation

Strengthen the integration across layer Chipset, Drivers, CAS, Memory
Stable STB with lesser problems
Control on STB problem & recalls
Enable souring from multiple STB vendors
Happy Customers

About Corpus:

Corpus Software is one of the faster growing IT solution and services company focused on Digital Media Entertainment, Embedded technology and Business Analytics with offices and partners across Americas, Europe, APAC, Middle east & Africa. We work with clients in most emerging technology, that's where we make their business strong and bring in real difference in the way peer operates. A diverse workplace with continues focused towards developing unique ideas and contributions to make our clients business grow, and to keep the momentum going.

Offices: Dallas, London, Singapore, Johannesburg, Hyderabad and Bangalore