



MobileTV

APP for Mobiles

Apptec **MobileTV** is an Application (APP) for mobile devices (Smartphones and Tablets) available for Android and iOS, specifically developed for use with Apptec Middleware®.

MobileTV implements all functionalities that are required for the Pay TV operators to delivery their contents on multiples screen in an OTT network. **MobileTV** comes with the following features:

- ✓ Fully compatible with Android and iOS
- ✓ Responsive UI that adjusts automatically for Smartphone and Tablet formats
- ✓ Customizable Skins (Color themes)
- ✓ User Access Control
- ✓ Parental Control
- ✓ Easy to navigate EPG
- ✓ Left Menu with easy and clear navigation
- ✓ Use native video player, making the APP agnostic to DRM
- ✓ On-the-fly selection of Language
- ✓ Support for VOD

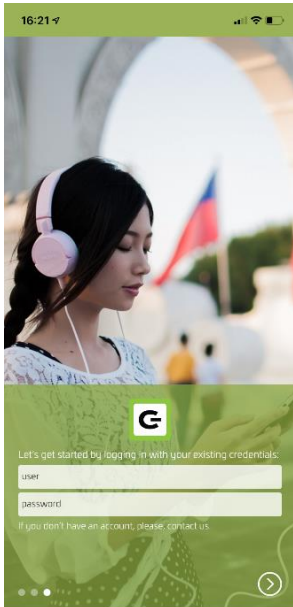
➤ **Customization**

Operators can customize **MobileTV** APP so that it can have a look and feel that follows their visual attributes, including Logo, colors and background images. The APP will then be published in the operator's account on the stores.

MobileTV allows the following to be defined and/or changed for the process of customization:

- Application Name
- Application bundle Id (required by the APP stores)
- Embedded set of icons and splash screens for the APP
- Default UI language (English, Portuguese or Spanish)
- Date and Time format
- Several style elements, such as logos, backgrounds, colors and images can be personalized to create a unique look and fell (branding)

Since all branding, localization and configuration files are stored in a remote server, changing of most of the customizable elements do not require that a new version of the application be released.

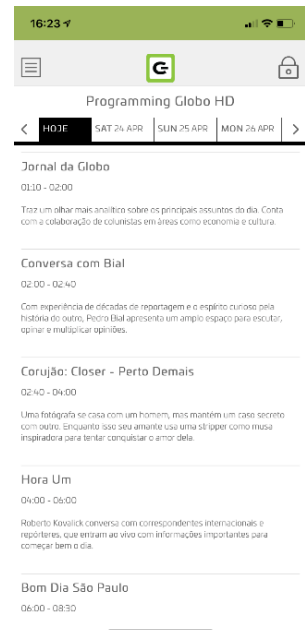


➤ Access Control

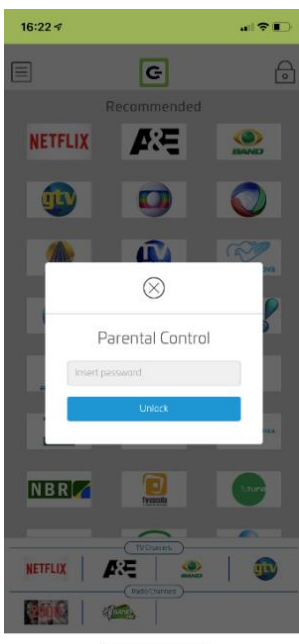
Access is granted only to registered customers and devices, allowing total control of what packages and lineups will be made available on a customer-by-customer basis.

➤ EPG and Metadata

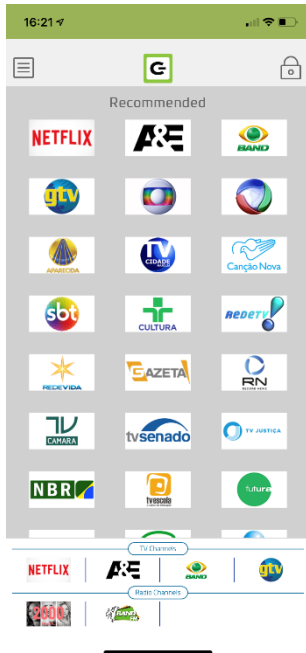
MobileTV fetch the schedule table, program data from the middleware, and present it in a format that is both intuitive and easy to view.



➤ Parental Control



Based on the age of the current selected profile, **MobileTV** control the view of the program, block programs rated as improper and request the password to unlock its view.

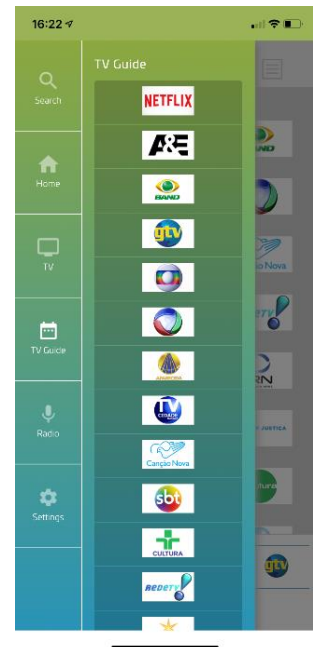


➤ **Quick access to all contents**

All the video and audio channels are made available in the home page of the application, allowing a quick and easy access to all the contents.

➤ **Easy to access Menu**

The Menu gives access to more functionalities with an intuitive interface, where the user can easily find the content he/she is looking for.

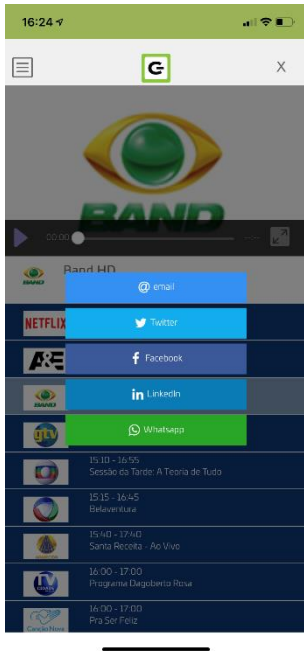


➤ **On the fly language selection**

The application is available in three different languages:

- ✓ English
- ✓ Portuguese
- ✓ Spanish

That can be selected with a single click without the need to restart the application.



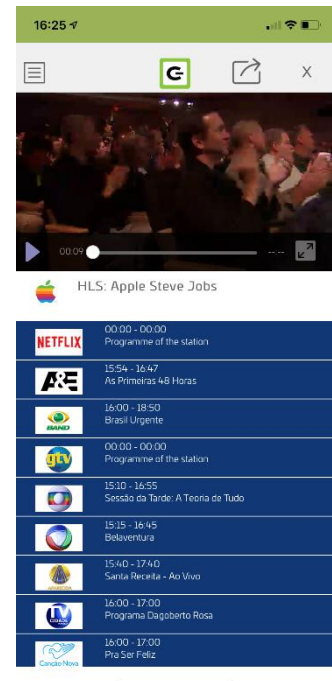
➤ Social Network Integration

Share your opinion, tell what you are watching, publish images and much more with a click. MobileTV is integrated with these social apps:

- ✓ Tweeter
- ✓ Facebook
- ✓ LinkedIn
- ✓ WhatsApp

➤ Playback

Since **MobileTV** uses the native video player of the device, playback of the content will show the same controls that the user is already used, making the whole experience smoother.



➤ DRM Support

MobileTV uses the device native Player and, therefore, is very flexible as for what DRM is being used. In the case where different platforms are used, the operator can use a Multi-DRM server.



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