corpus software
...turning ideas into revenue

Case Study: Bell TV – TSN Extra

Introduction

Bell Fibe TV (Earlier Bell ExpressVu) is an IPTV service offered by Bell Canada in Ontario and Quebec. It is bundled with a FTTN or FTTH Bell Internet service, and uses the Microsoft Mediaroom platform (Recently acquired by Ericsson). Service will gradually be expanded to cover all parts of Toronto and Montreal and it is expected that Fibe TV will be available to nearly 5 million households by 2015.
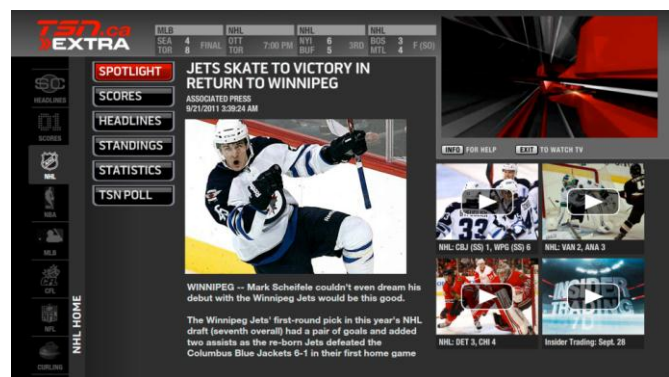
Bell

Requirement

Bell was looking for a technology media company to take up new iTV application development on Microsoft Mediaroom platform. With its extensive media expertise and capabilities, Corpus was selected to develop and enhance applications related to Channels on Demand, Purchase Portal, TSN, RDS, Olympics (English), Olympics French and other applications.
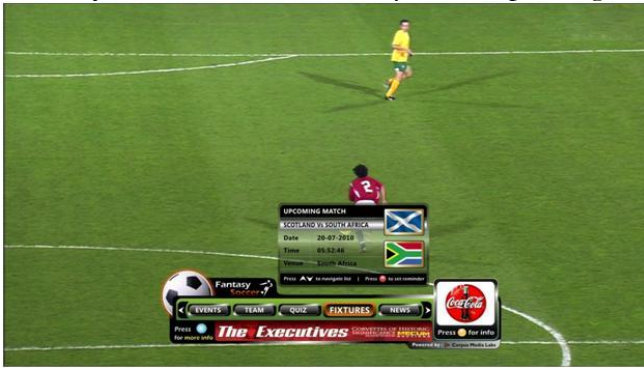
Delivery

Being a Microsoft Mediaroom Internet Protocol TV (IPTV) partner, Corpus leverages the Media & Entertainment domain experience and proven track record and capability in developing multiple Value Add Services using Microsoft Media Room technology to deliver innovative interactive services. Corpus created a perfect mix of onsite and offshore development team to meet the requirement from Bell. Couple of apps are listed below.
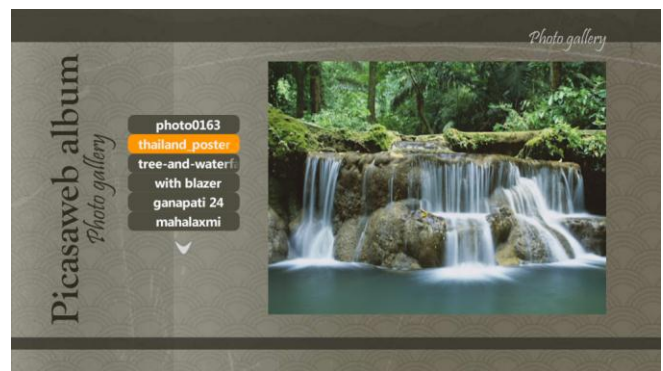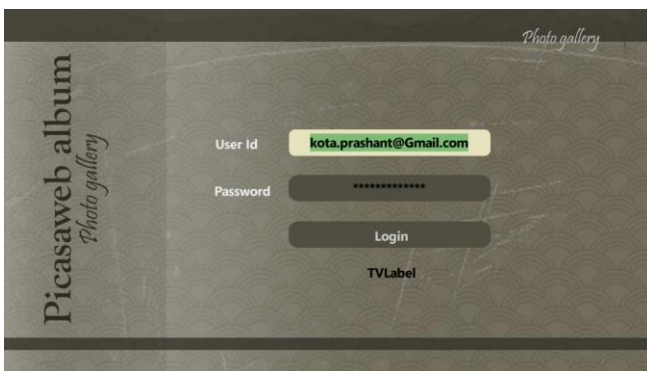
TSN EXTRA, a most popular and one of most complex interactive application developed on Mediaroom platform, which provides almost hundreds of pages of stories, scores, standings, player and team statistics from around the major leagues as well as golf, tennis, auto racing, curling, figure skating and soccer. Throughout the day, scores are updated every few minutes. The interactive content features the current week's sports schedule, and past week's results with information and standings updated regularly.
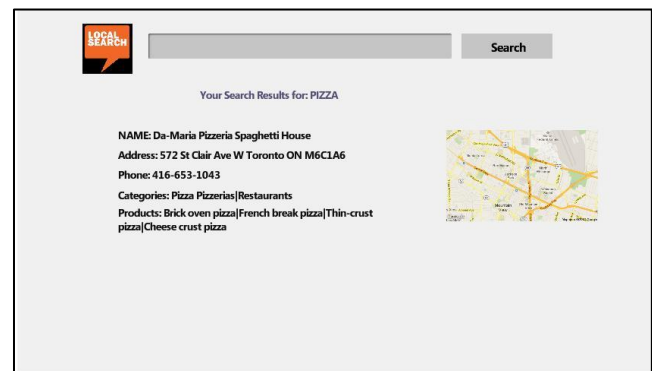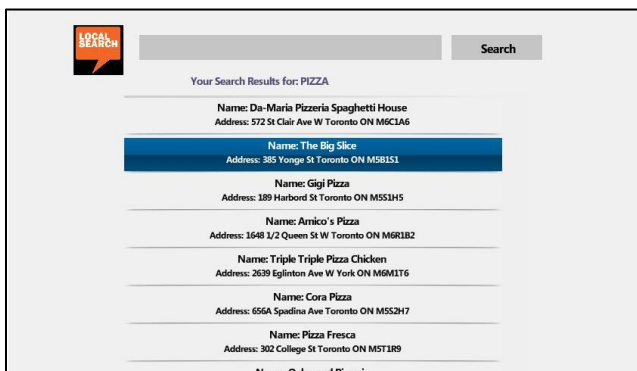
Fantasy Soccer, a video overlay banner proving live updates and quick stats about the soccer.

Picasa Photo Gallery, allowing viewers to access their Picasa account on the TV and view their personal and shared photo gallery.

Local Search, a search engine integrated with a local Yellow Page, and also integrated with Google Maps to get the Map of the particular search result.

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