



TV Connect 2013
Stand #125

Viaccess-Orca Shapes the Ultimate Unified Content Experience at TV Connect 2013

Viaccess-Orca selected by Orange France to power new multi-screen connected platform

PARIS – 13 March 2013 – Viaccess-Orca, a global leader in the protection and enhancement of content services, announced today that it will exhibit its second screen solutions for content service providers to the global connected entertainment community at TV Connect, March 19-21 at the Olympia Exhibition Centre, stand #125, London.

Viaccess-Orca is a visionary partner for content service providers worldwide, thanks to its ability to shape the ultimate content experience with end-to-end recommendation, delivery and protection wherever viewers are and on any device.

As part of its TV Connect exhibition, Viaccess-Orca announces that it has been selected by Orange France for the development of its new multi-screen connected platform. Viaccess-Orca's award-winning Service Delivery Platform – RiGHTv – enables Orange France to offer a fully convergent service on all connected devices as part of VO's TV Everywhere solution.

RiGHTv recently powered the world's largest IPTV migration for Orange France, which started last year and is expected to be completed with 3.8 million subscribers.

The delivery of content via any screen – mobile phones, PCs, tablets, game consoles and Connected TVs – brings a true unified user experience across all distribution networks and allows this truly unified experience to become a reality for Orange France.

“With an average of five connected devices per household and 27 million subscribers, Orange has quite a few million devices that people are using for content consumption,” said Haggai Barel, Deputy CEO of Viaccess-Orca. “The VO service delivery platform enables services such as live TV, video on demand (VOD), Shifted TV and Catch-up TV, improving the operator's agility and capability to pursue the launch of innovative multi-screen services for its subscribers.”

At TV Connect, visitors at the Viaccess-Orca stand #125 will experience the following demonstrations:

- VO TV Everywhere solution: Delivering content securely on any network via any screen, personalized to each user.
- DEEP: Data enrichment and engagement platform, providing valuable metadata in the form of automated digital magazines that can be used at all stages of the viewing process to revolutionize and enrich the second screen content experience. DEEP is shortlisted for the TV Connect Industry Awards in the “Best TV Experience

Enhancement” category

- COMPASS: Content discovery and recommendations, delivering a superior user experience in a world full of options.

In addition to the exhibition, Viaccess-Orca’s CEO François Moreau de Saint Martin will participate in the panel discussion “**Can a New UI Create a Targeted Brand Experience?**” on Wednesday, March 20 at 3:10 p.m.

Haggai Barel, Viaccess-Orca’s Deputy CEO, will present the “**Operator’s Survival Guide, Episode One: The Rules of Engagement**” on Thursday, March 21 at 9:30 a.m. In this first episode, Barel will discuss the best practices to keep users and viewers engaged with an operator’s service offering.

About Viaccess-Orca:

Viaccess-Orca is a visionary partner for content service providers worldwide, thanks to its ability to shape the ultimate content experience wherever viewers are and on whatever device they choose to consume content. The media environment is moving fast, giving the content consumption market a number of continuous technological and business challenges. With integrated products and innovative, business savvy solutions, Viaccess-Orca helps content service providers gain a competitive edge in this market of unmanaged networks and IP-connected devices. Since the user experience (UX) is a critical success factor for operators today, Viaccess-Orca’s solutions focus on delivering engaging experiences on all platforms for a new entertainment world. The company assists service providers in creating long term loyalty on the customer journey to discover, choose and consume content in a secure manner. Viaccess-Orca is part of the Orange Group. For more information, visit www.viaccess-orca.com or follow us on Twitter [@ViaccessOrca](https://twitter.com/ViaccessOrca) and [LinkedIn](https://www.linkedin.com/company/viaccess-orca).

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