



## COMMUNICASIA2014 EXHIBITOR PREVIEW

### Viaccess-Orca — Stand IF2-14

At CommunicAsia2014, Viaccess-Orca, a global leader in the protection and enhancement of content services, will demonstrate how content service providers can deliver the ultimate content experience to subscribers on multiple devices.

Viaccess-Orca's vision for shaping the ultimate content engagement starts with protecting premium content, continues with enabling the smooth delivery of content to users — at any time, on any device, and personalized according to users' preferences — and ends with an immersive user experience.

Armed with Viaccess-Orca's end-to-end, engagement, and security solutions, broadcasters and content service providers can securely deliver an immersive experience to users on any screen.

### Speaking Engagements

At BroadcastAsia2014, Chem Assayag, Viaccess-Orca's EVP sales and business development, will present "The Rules of Engagement: A Guide to Providing a Compelling TV User Experience and Monetising It." The presentation, on Thursday, June 19 at 2:40 p.m., will explore how TV operators can keep viewers engaged with their service offerings, the link between increased viewer engagement and monetization, and the importance of simplifying content consumption while offering advanced features.

Chem Assayag will also speak at the HbbTV Association Symposium, June 18, during CommunicAsia. The panel will explore new TV services.

### Key Products and Technology Demonstrations

#### TV Everywhere Solution

At CommunicAsia2014, Viaccess-Orca will demonstrate the latest enhancements to its end-to-end multiscreen TV Everywhere solution, which was recently launched by leading telecommunications operator Orange Spain to enrich the user experience. Visitors to the stand can see Orange Spain's premium OTT multiscreen service on a smartphone, tablet, PC, and TV.

The comprehensive multiscreen solution comprises content protection, digital rights management (DRM), unified service delivery, content discovery, and recommendation and companion device applications, supporting any

#### IMAGE DOWNLOADS

[www.202comms.com/ViaccessOrca/ViaccessOrca-TVE-OSPDemo.jpg](http://www.202comms.com/ViaccessOrca/ViaccessOrca-TVE-OSPDemo.jpg)  
**Photo Caption: Viaccess-Orca TV Everywhere Solution**

[www.202comms.com/ViaccessOrca/DEEP.zip](http://www.202comms.com/ViaccessOrca/DEEP.zip)  
**Photo Caption: Viaccess-Orca DEEP**

[www.202comms.com/ViaccessOrca/Viaccess-Orca-EyeonPiracy.jpg](http://www.202comms.com/ViaccessOrca/Viaccess-Orca-EyeonPiracy.jpg)  
**Photo Caption: Viaccess-Orca Eye on Piracy**

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business model.

Utilizing the solution, operators can securely deliver live, VOD, and catch-up TV content on any network via any screen in order to expand their service offerings, monetize multiscreen TV services, quickly respond to market demands, and increase subscriber loyalty. Leveraging the cloud, content delivery is further optimized, enabling operators to deploy new and engaging services at a much faster time to market, thus reducing CAPEX and OPEX.

### **Connected Sentinel Player**

Another key highlight at the CommunicAsia stand will be the Connected Sentinel Player, which was recently acquired by Viaccess-Orca from Discretix. Part of Viaccess-Orca's TV Everywhere solution, the downloadable, secure player and content protection application supports VOD and live TV delivery on Android™ and iOS devices. Utilizing Connected Sentinel Player's implementation of Microsoft® PlayReady® content access technology, a DRM platform approved by all major Hollywood studios, and market-proven media playback technology from VisualOn's OnStream® MediaPlayer+, this unique solution allows service providers to deliver branded services to all types of connected mobile devices with a very short time to market.

### **DEEP Second-Screen Engagement Solution**

At CommunicAsia2014, the company will also conduct a demonstration of DEEP (Data Engagement and Enrichment Platform) on a handheld tablet synchronized with the TV screen. Through an intuitive user interface, DEEP dramatically enhances TV viewing and enables television viewers to browse thousands of unique digital magazines about movies, TV shows, actors, and themes related to the video content in the provider's catalog or program guide. After automatically identifying the most engaging topics related to the content, DEEP presents it in a familiar, user-friendly magazine-style format that is viewable on tablet devices for an unparalleled second-screen television experience.

Recently DEEP was chosen by OCS, part of global telecommunications operator Orange, to provide an immersive content experience through a second-screen app for the fourth season of the popular television series, "Game of Thrones." This app will also be presented at the Viaccess-Orca stand.

### **Eye on Piracy — Ending Live Streaming Content Redistribution**

With the advent of multinet content delivery and multiscreen content consumption, content service providers need to embrace intelligent security solutions that will enable them to sustain their investments in content and build a foundation for engaging customer experiences. Viaccess-Orca's new anti-piracy platform helps content service providers protect their TV services against new forms of content piracy, e.g., Web streaming and peer-to-peer content redistribution. Viaccess-Orca's Eye on Piracy includes a comprehensive suite of services that targets TV content on illegal sites and the illegal redistribution of live events (such as major sports matches), providing smart analysis of pirated content and helping service providers and content owners fight piracy.

### **Hybrid TV Solution**

Viaccess-Orca will also demonstrate a hybrid television solution designed to simplify the transition from analog to digital, while ensuring a high level of content protection via cardless conditional access and providing an unmatched layer of interactivity guaranteed to increase viewer engagement. The hybrid TV solution combines Viaccess-Orca's HbbTV platform and Dynamic Sentinel, a cardless Conditional Access System (CAS). Using the turnkey platform, broadcasters can significantly extend their traditional broadcast services without investing in a new backend solution to protect their revenue streams and increase ARPU.

## **Meet With Viaccess-Orca at CommunicAsia2014**

To arrange a meeting with Viaccess-Orca during CommunicAsia2014, please visit stand IF2-14 or click here: <http://marketing.viaccess-orca.com/what-s-new/events/525-communicasia-2014.html>.

## **Company Overview:**

### **About Viaccess-Orca**

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As a leading global provider of content protection, delivery, and discovery solutions, Viaccess-Orca is shaping the ultimate content experience. Through its integrated range of business-savvy products and solutions, Viaccess-Orca helps service providers in the cable, DTT, satellite, IPTV, and OTT industries gain a competitive edge in today's rapidly evolving multiscreen environment. By enabling service providers to securely deliver an engaging user experience on any device, Viaccess-Orca is reinventing the entertainment landscape. Viaccess-Orca is part of the Orange Group. For more information, visit [www.viaccess-orca.com](http://www.viaccess-orca.com) or follow Twitter [@ViaccessOrca](https://twitter.com/ViaccessOrca) and [LinkedIn](#).

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