

# SmartTUBE

## Datasheet



SmartTUBE is a comprehensive multiscreen solution for the provision of interactive television services in IPTV, OTT, and hybrid networks. The solution is comprised of the service management platform SmartTUBE Server and SmartTUBE Clients.

## Key benefits

### ▶ Free Evaluation

SmartTUBE includes all the components that are necessary to launch a digital television service. To deploy a minimal configuration of the service, you just need to download the distribution package and install the software on the server and we allow service providers to test the platform for free.

### ▶ Modern client interfaces and applications

SmartTUBE includes beautiful and responsive client for set-top-boxes (STBs), applications for mobile devices and interactive TV sets that can be combined to multiscreen solution. Clients may be customized to meet the branding needs of a service provider\*.

SmartTUBE Client for STBs includes a number of innovative solutions – integrated OTT applications\*, integration with social networking websites\*, remote control via smartphone and smartwatch applications\*.

### ▶ Innovative solutions

SmartTUBE includes a number of innovative solutions: search and recommendation is becoming increasingly important. Within SmartTUBE, content from external OTT services\* is combined with linear and on demand content to create a unified content catalogu to drive our search and recommendation solution, SmartTUBE Recommender.

### ▶ Simple and convenient service management

You can manage service delivery in a user-friendly SmartTUBE web interface that offers management tools for an EPG editor, platform administrator, content editor, support engineer, analyst, and other profiles.

### ▶ Flexibility and customization

SmartTUBE Server and SmartTUBE Clients can be customized to meet individual requirements of a customer. SmartTUBE software products can be easily integrated into the existing infrastructure of an operator\*.

### ▶ Optimization of operating costs

SmartTUBE Server is designed to deliver high performance without the need for high performance server infrastructure, and SmartTUBE Server may even be operated in a virtual environment. PostgreSQL DBMS may also be used to further reduce deployment costs.

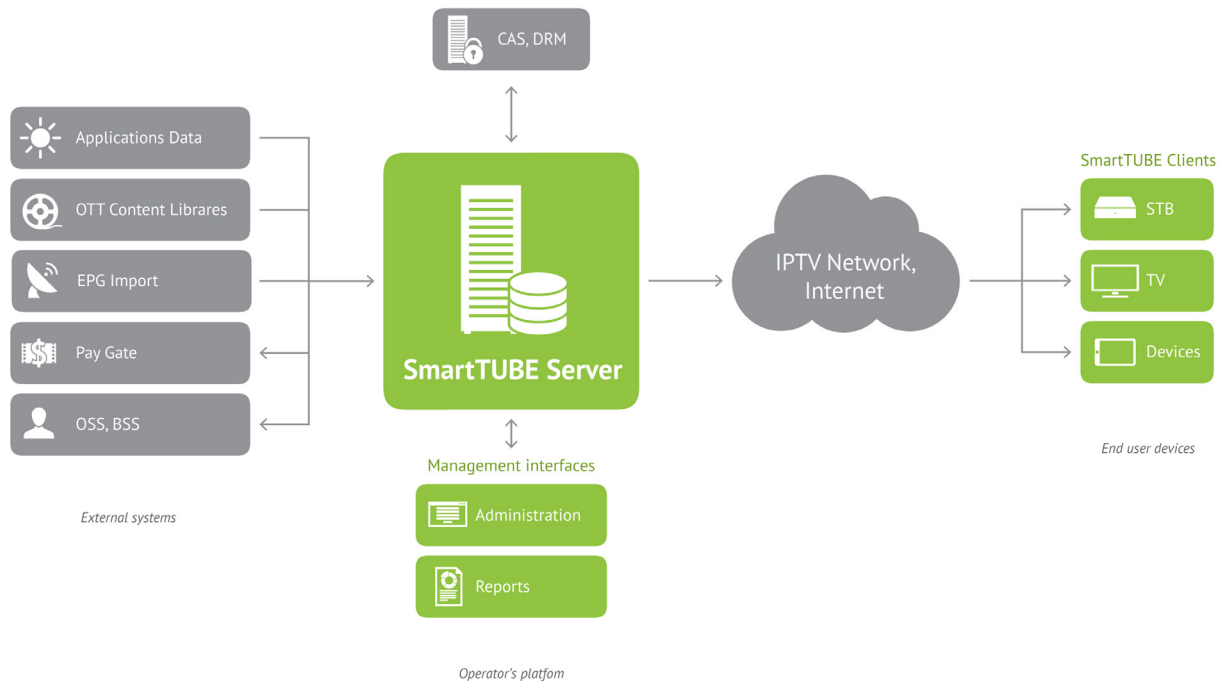
### ▶ Proven efficiency and leadership

SmartTUBE is designed to address the business needs of a wide range of service providers from T1 national operators to competitive OTT operators. With over 5 million subscribers relying on SmartTUBE based services every day, delivered over IP, OTT, DVB hybrid and mobile networks, the solution is widely proven.

SmartTUBE is constantly being developed and extended to meet the changing needs of our customers and the wider market. As a result SmartTUBE customers have the opportunity to add new features and additional interactive services.

\* - only in commercial version

## Work logic



SmartTUBE solution includes platform for service delivery management SmartTUBE Server and clients for STB, interactive TV sets and mobile devices and web. SmartTUBE Recommender is an optional component for the creation of viewing recommendations.

## SmartTUBE Server ►

SmartTUBE Server is the core of the solution; it allows you to manage services, users, content, pricing, and metadata; provides interaction with an operator's billing and/or payment gateways and facilitates the use of other external information systems. For details, please see the technical description.

The modern and user-friendly web "Admin UI" interface has been developed for you to manage services, content, users, and access to statistical reports on service consumption.

### ► Supported network types

- IPTV
- OTT TV
- Hybrid (DVB-C, DVB-T / DVB-T2)

### ► TV services

- Linear TV
- TSTV, CatchUP
- VoD (SVoD, TVoD, EST), nPVR\*, local PVR\*

### ► Supported content categories

- TV channels, TV shows, series, seasons, episodes, movies
- External OTT libraries \*

### ► Additional features

- Multi operator settings\*
- Multi regional settings\*
- Multiscreen
- Multiroom

### ► Unified content catalogue

Generates a unified catalogue of content that can be taken from multiple sources, such as external OTT libraries and local libraries of content; and allows you to work with the complete library of content.

### ► Smart mechanism of recommendation

The additional component SmartTUBE Recommender generates content recommendations with consideration for individual interests and personal preferences of a subscriber. The recommendations are formed based on analysis and processing of data relating to an individual profile of a subscriber and the whole subscriber base.

### ► Recommendations of content editors

Manually created recommendations in the form of editorial selections.

### ► Managing access to the services

- On a network layer
- On the client applications layer

### ► Advertisements

- Targeted banners
- Promo channels \*
- Sending information messages to the subscribers

### ► Discounts, bonuses

Support for discounts\* and promotions.

\* - only in commercial version

▶ **Billing**

Pricing of services is performed by the platform using the internal functionality for initial billing. Charging is made in the external billing system or using payment gateways.

Support for pricing plans with complex business logic\* and the possibility to configure price lists, limit access to content based on the number of views, time of watching, time of offer validity and other parameters.

- Integration with OSS / BSS via SmartTUBE API
- Integration with payment gateways

▶ **EPG management**

- Support for multilingual EPG
- Includes EPG importing and editing

▶ **Metadata management**

Includes metadata importing and editing; forming of your own unique metadata library for the unified catalogue.

▶ **Analytics and reporting**

- Basic reports of service usage
- Improved reports of service quality (by using SmartCARE solution) \*

▶ **Management**

Includes multilingual graphical administration web interface that offers management tools for an EPG editor, platform administrator, content editor, support engineer, analyst, and other professionals.

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## SmartTUBE Clients ▶

SmartTUBE Clients is a range of applications for the end-users of digital TV. We offer beautifully designed and responsive applications for STBs, interactive TV sets, desktop PCs and mobile devices.

 **STB**

Linux  
Android

 **Mobile**

iPhone  
iPad  
Android tablet  
Android phone

 **TV**

Android  
Smart TV Samsung  
Smart TV LG

 **Desktop**

Chrome  
Internet Explorer  
Firefox  
Opera

## What do we offer

**To operators:**

▶ **Multi-platform**

Support for a wide range of devices and ability to work in various types of digital TV networks thus ensuring convenient and fast access of subscribers to the services.

▶ **Content protection**

Support for all popular means of CAS / DRM content protection.

▶ **Impressive customization capabilities**

We are committed to an individual approach to our customers by adapting the user interface to the operator's preferences.

▶ **Built-in advertising tools**

▶ **Built-in recommendation capabilities**

**To subscribers:**

▶ **Broad functionality**

A large set of features including multiscreen, recommendations, integration with social networks\*, and many more.

▶ **High performance**

Interface performance is increased through the use of OpenGL graphics acceleration.

▶ **Unified User Experience**

Unified design for all device types, and support for the multiscreen feature that allows you to create a pleasant and convenient environment for service consumers.

▶ **Attractive interface**

Our interfaces have been widely deployed across the world and proven themselves as robust, flexible and easy to use.

\* - only in commercial version

## Additional features of SmartTUBE Client STB

- ▶ **Support for integrated OTT applications \***  
Such as Netflix etc.
- ▶ **Social networks \***  
Integrated vk.com application with access to the news, messages and videos.
- ▶ **Support for YouTube and YouTube leanback**  
Using YouTube leanback needs a compatible STB.
- ▶ **Information services**  
Weather, currency rates, maps, etc.
- ▶ **Integrated web browser**  
WebKit
- ▶ **Cloud Gaming ready**  
An STB can be used as a game console.
- ▶ **More multimedia**  
More multimedia Live radio, SMB and DLNA access to the media library, USB memory stick: playing a video, watching photos and listening to music.
- ▶ **Remote control using a phone or smart watch**  
Remote control applications for iPhone and Apple Watch  
Efficient search Search through all available content sources.

## SmartTUBE Clients specs ▶

<b>SmartTUBE Client STB</b>	
A firmware for OTT, IPTV and Hybrid Linux-based STBs. UI based on OpenGL libraries. Client support for built-in web-browser, integrated OTT applications *; remote control using a phone or smart watch, YouTube, SMB and DLNA access to the media library and other innovative features.	<b>Supported STB types:</b> OTT, IPTV, Hybrid (DVB-C, DVB-T / DVB-T2) <b>OS:</b> Linux <b>STB vendors:</b> SmartLabs, Motorola, ZyXEL, Telsys, Albis, Promsvyaz, Yuxing <b>Chipsets:</b> <ul style="list-style-type: none"> <li>• STMicroelectronics STi7100, STi7101, STi7105, STi7108, STi7109, STi5202, STiH206, STiH301 (Liege2)</li> <li>• Broadcom BCM7230, BCM7250, BCM7251S, BCM7252S</li> <li>• Sigma Designs SMP8634, SMP8756, SMP8758</li> <li>• Amlogic S805</li> </ul>
<b>SmartTUBE Client Android TV</b>	
An application for Android TV and Android STB. UI based on OpenGL libraries.	User equipment with Android 4.4 and later, that meet the requirements of Android Compatibility Definition Document (CDD).
<b>SmartTUBE Client SmartTV</b>	
Web application for LG Smart TV and Samsung Smart TV.	Samsung Smart TV and LG SmartTV released in 2014 and later.
<b>SmartTUBE Client iPhone</b>	
An application for iPhone including "Remote control application" for Apple Watch.	iPhones with iOS 8 and later.
<b>SmartTUBE Client iPad</b>	
An application for iPad.	iPads with iOS 8 and later.
<b>SmartTUBE Client Android</b>	
An application for Android phones and tabs.	Devices with Android 4.4 and later.
<b>SmartTUBE Client Web</b>	
Web client for browsers.	<b>Supported browsers:</b> <ul style="list-style-type: none"> <li>• Google Chrome 40 and later</li> <li>• Mozilla Firefox 37 and later</li> <li>• Opera 33.0 and later</li> <li>• Internet Explorer 11 and later</li> </ul>