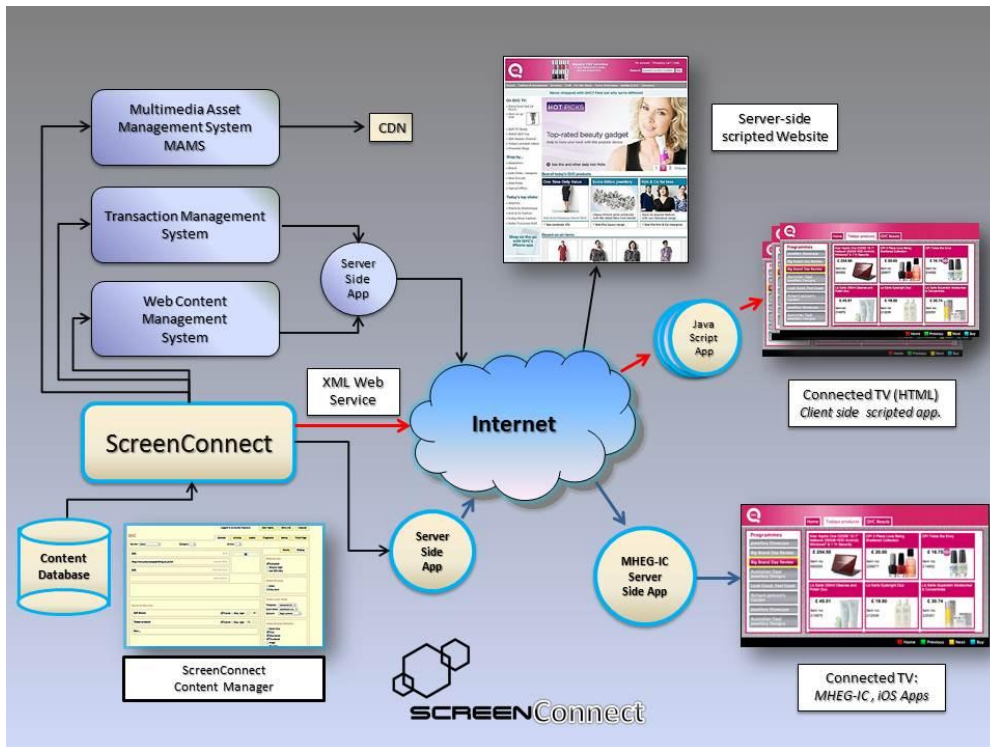


# ScreenConnect

## Multiplatform publishing for connected TV services

For many broadcasters and other media publishing organisations the development of connected TV services is being held back by the problem of delivering to the many different platforms. ScreenConnect neatly addresses this issue - without treating each platform as a separate project, thereby avoiding the associated repeat development and ongoing management costs.

ScreenConnect provides a content management system to create and control your service, building the structure, entering and editing content and integrating with external XML sources. The system sits alongside your existing infrastructure to allow new services to be delivered without disrupting your web operations or your asset management and transaction systems.

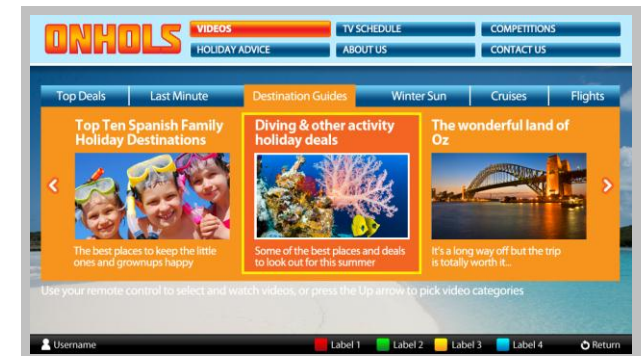
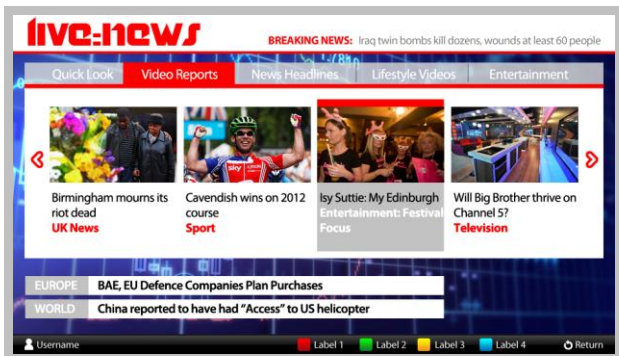
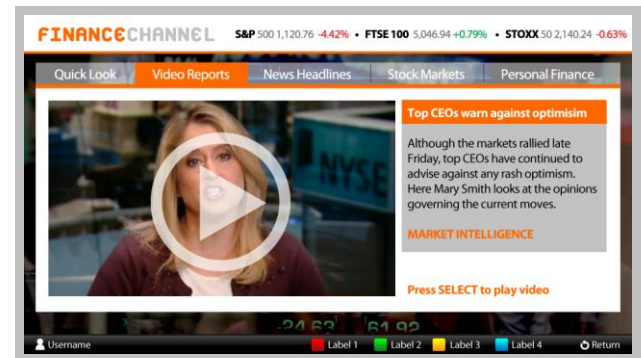
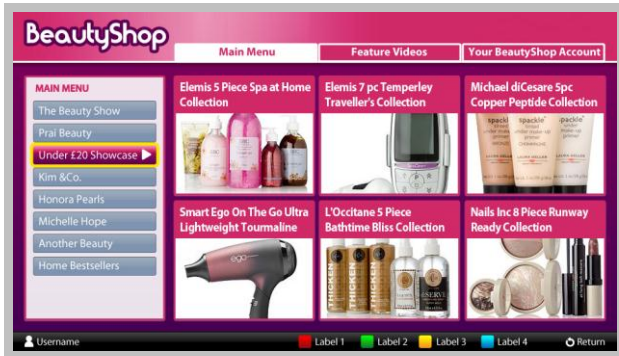


- Manage and deliver services across many platforms as a single project
- Retain existing content, asset and transaction management systems
- Manage differences between HTML-based platforms
- Support non-HTML platforms via third-party applications
- TV, mobile and tablet

The ConnectWriter component provides a flexible solution to deliver content to the many HTML-based platforms, which although similar are also so subtly different that service providers often have to treat each as a separate development. ConnectWriter is built around a core set of components that take content from the ScreenConnect CMS and render it into HTML, with platform-specific code added to manage the differences between platforms.

ScreenConnect can also deliver content to platforms that do not natively use HTML, such as MHEG5, OpenTV and iOS, using third party applications which interpret the site description language used by Connect.

## Example service ideas possible with ScreenConnect



## What might your service look like?