

ANT Software Limited (Hall 5, Stand Number 5.A03)

About ANT:

ANT is a leading provider of embedded software solutions and services for the TV industry, with millions of units deployed worldwide. ANT delivers powerful software solutions to its customers based upon its vast experience and understanding of broadcast and broadband TV systems.

ANT develops the ANT Galio Suite, an open standards, flexible application and middleware solution for a wide range of consumer TV platforms. ANT enables operators and broadcasters to quickly create and roll-out new innovative applications and TV services to attract new subscribers, reduce churn and increase average revenue per user.

ANT and HbbTV:

ANT is a founding member of HbbTV (Hybrid Broadcast Broadband TV), a pan-European initiative created with the aim of harmonising the delivery of broadcast and broadband services through connected TV's and set-top boxes. First announced in August 2009, in July this year it announced two major milestones.

Firstly that version 1.1.1 of its open standards platform has now been approved by European standards agency, ETSI. Secondly, the consortium's membership charter, covering all areas from operational framework to membership policies, has now been signed by all founding members.

IBC demonstrations:

During IBC 2010, ANT will be showing a number of new demonstrations, some to be revealed for the first time during the show. As well as these new demonstrations, ANT will also be showcasing live demonstrations of HbbTV and the ANT Galio Suite.

HbbTV – A live demonstration of deployed HbbTV applications and services from Germany including catch-up programming from ARD and ZDF, VoD (Video on Demand) from Tageschau, ARD digital text and Bayerische Runfunk radio applications. The ANT Galio HbbTV Platform is the only fully integrated complete HbbTV solution in the market and the first to be commercially deployed, with a launch into the German retail market in December 2009.

The ANT Galio Suite – ANT will be showcasing the extensive graphics capabilities of the ANT Galio Platform delivering compelling user experiences with smooth animations and transition effects based on today's hardware using open standards.