



## 2<sup>nd</sup> Screen Apps



## OTT LIVE TV MULTI-SCREEN CLIENT APPLICATION

### PROJECT SCOPE

- // Companion device application that can provide seamless viewing experience of ~ 300 OTT Linear Services on iOS , Android , PC & Mac devices for Satellite TV provider

### SOLUTION HIGHLIGHTS

- // Multi-platform & Devices support
- // Scalable for large number of services (1000+ Services) & optimal rich metadata handling
- // DRM protected (Secure) OTT HLS Streaming.

### BUSINESS VALUE DELIVERED

- // Value added services enabled for 5 million plus subscribers of Satellite TV provider



## MOBILE TV APPLICATION FOR LEADING DTH OPERATOR



### PROJECT SCOPE

- // To capture and retain customers, primarily among youth, by providing live and on-Demand TV content on popular smartphone and tablet devices

### SOLUTION HIGHLIGHTS

- // Development of Android and iOS apps for TV content viewing on mobile
- // Design of responsive UI supporting multiple resolutions
- // Support for approximately 100 device models popular in the target market

### BUSINESS VALUE DELIVERED

- // Attainment of market leading position for the customer
- // 20% reduction in development cost through hybrid architecture for optimum code reuse across platforms
- // 40% reduction in verification cost by adopting test strategy with main and derivative devices, thereby optimizing testing effort without compromising the coverage

 Thank You 

 *L&T Technology Services*

