Press Release

iWedia Reaffirms Its Commitment Towards HbbTV
And Discloses The Roadmap Of Its HbbTV 2.0 Implementation

Lausanne, Switzerland – September 13, 2015 – iWedia, a leading provider of software solutions for TV devices to service operators and Consumer Electronics manufacturers, today reaffirmed its commitment towards the HbbTV standard and disclosed the roadmap of its HbbTV 2.0 implementation.

The announcement was made at IBC 2015, which is being held in Amsterdam from Friday, September 11th through to Tuesday, September 15th. iWedia exhibits at the show (hall 5, booth B40) where it will showcase its HbbTV 2.0 implementation.

HbbTV 2.0 enhances the specification with support to HTML5, HEVC, TTML, MPEG DASH (DVB profile), and CI Plus v1.4. It also introduces companion screens features, synchronization of applications and contents across devices push VoD, etc.

"We have based HbbTV 2.0 on HTML5 to make it even simpler to develop applications across a wide range of devices," said Klaus Illgner, Chairman at the HbbTV Association, the industry body which develops the HbbTV specifications. "Moreover, the new version adds a range of new functionalities giving to broadcasters and operators more means to engage with their viewers and subscribers."

A member of the HbbTV Association, iWedia has been involved in the specification of the standard since its inception and its HbbTV 1.5 implementation has been widely deployed by major TV set and STB manufacturers.

iWedia has now engaged in the development of HbbTV 2.0 with deployments scheduled at the beginning of 2016. HbbTV 2.0 will be proposed as a stand alone software component optionally bundled with a Web browser.

This component may be complemented with other software components of iWedia's product portfolio: MPEG DASH and HLS client software, TTML engine, CI Plus v1.4 host software.

HbbTV 2.0 will as well be proposed integrated within iWedia's STB software solutions for Linux-based connected zappers (Teatro-3.0) and for Android TV-based STB (Teatro-3.5).

"In HbbTV 2.0 we trust!" said Hervé Creff, VP Marketing at iWedia. "We feel the additional features brought by HbbTV 2.0 make it the open platform of choice for TV broadcasters and pay-TV operators to develop their added value services," he added.

"We encourage companies like iWedia to upgrade their HbbTV products towards compliance with HbbTV 2.0. This is instrumental for the go to market of HbbTV 2.0," added Illgner.

At IBC iWedia will focus its HbbTV 2.0 demo on the newly introduced companion screen features: a VoD HbbTV 2.0 app launches a companion app on the second screen to present additional information related to the selected event.

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About iWedia

iWedia, a Swiss based company, is a leader in provision of integrated software solutions for television devices. iWedia provides a world class portfolio of intellectual property (IP) for broadcast, IPTV, and over-the-top television and also software integration services to combine this IP into high volume CE products. iWedia is headquartered in Switzerland with development labs in Belgrade and Novi Sad, Serbia, and sales and support offices in China, France, Germany, Israel, Japan, and Korea.

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