

Deploy Next-Gen Video Experiences over Managed Devices to Maximize Value

With video services more abundant than ever, consumers are demanding more control, personalization, convenience and safety from their content providers. You can satisfy your customers' insatiable appetite for greater control and content on demand – at the right price point – by offering innovative OTT and hybrid broadcast/OTT services. In order to maximize service value, you need a managed solution that gives you full control over your platform. Synamedia's Enterprise Reference Design Kit (eRDK) for Video is what you need.

Leverage Consumer Data to Offer Personalized Services

eRDK for Video is a managed solution enabling you to deploy next-generation experiences securely while maintaining control of consumer data. Built on the RDK open-source software platform for the connected home, eRDK for Video gives you the freedom to deliver services across a wide range of low-cost, Wi-Fi enabled OTT CPEs and hybrid broadcast/IP CPEs.

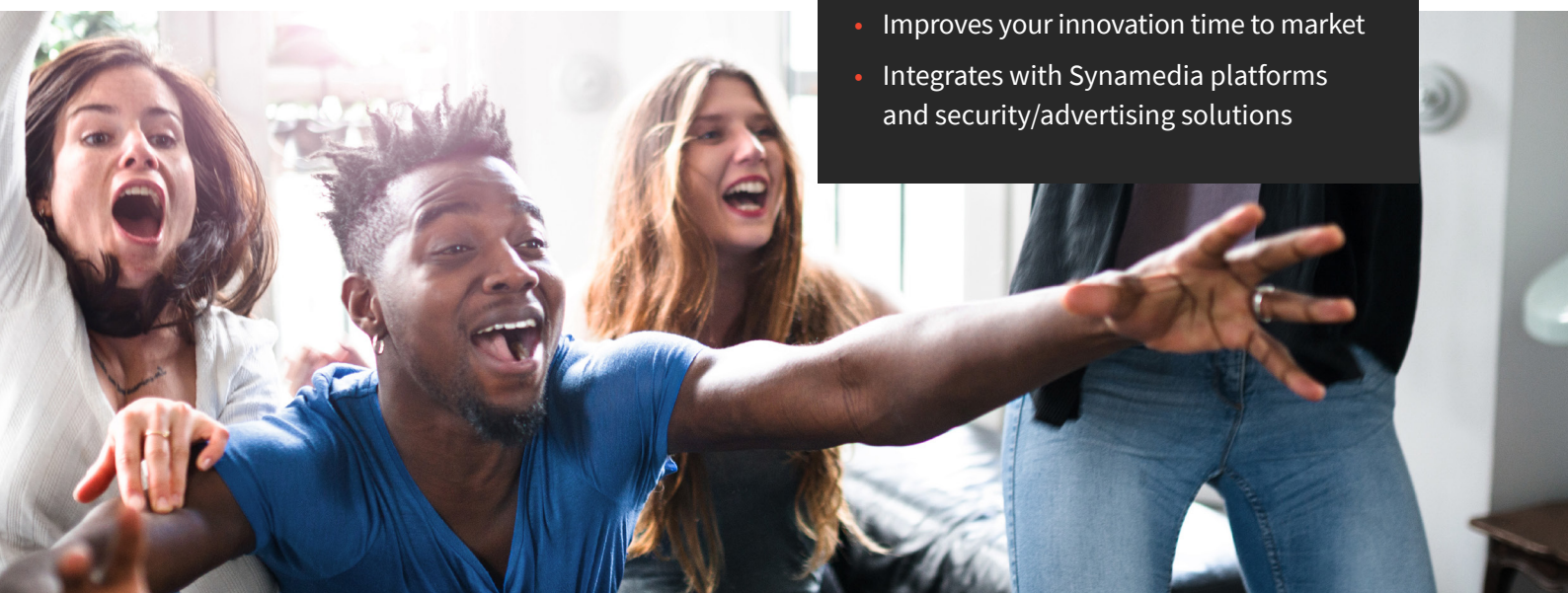
The managed solution provides fully tested, market-ready RDK releases on certified OEM hardware platforms. Featuring the RDK community's latest updates, eRDK for Video lets you innovate faster, so that you can serve new segments and deeply engage customers with next-gen experiences to keep your business robust and profitable.

Today's consumers want personalized services, but you need data in order to deliver. By taking ownership of the living room platform, you can gain access to and leverage consumer behavior data that puts your business at the top of the value chain. eRDK for Video opens the door to that data, helping you offer personalized services that consumers love – from OTT streaming to voice-activated SVOD catalog discovery and more.

As a platform solution provider with established CPE and SoC vendor programs, we offer the most comprehensive RDK support, and enable your platform to run on either your local cloud or the Synamedia cloud. And we continuously integrate, test and certify the most up-to-date RDK releases so that your platform supports live, VOD, and market-leading third-party SVOD apps. This lets you focus on what you do best – developing rich media experiences and executing new business models to attract new market segments.

Highlights

- Enhances your service with OTT apps and voice control
- Lets you leverage valuable consumer behavior data
- Incorporates latest RDK hybrid broadcast/IP and OTT CPE updates
- Improves your innovation time to market
- Integrates with Synamedia platforms and security/advertising solutions



eRDK for Video

Value-Added Services (optional)



Broadcast and OTT Security & Anti-Piracy



Reference TV Application & Cloud DVR



Advanced Advertising

eRDK for Video

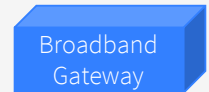
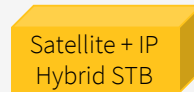
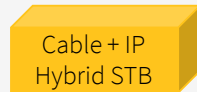
Platform Integration Managed Solution

Pre-Integrated Cloud Services

Continuous Integration

eRDK Testing

eRDK Certification



Robust set of supported hardware profiles

Features and Benefits



Offer voice-enabled next-gen services over managed devices

- Deliver live broadcast, VOD, and third-party SVOD services on hybrid cable/satellite STBs to meet content demand
- Stream TV programs, kids' TV, and live sports on low-cost, Wi-Fi-enabled IP STBs to keep your capital/operational expenses down
- Prolong the lifetime of your managed devices to boost your profitability



Create new opportunities with cutting-edge provider program

- Write TV applications to rapidly develop rich experiences
- Harness consumer behavior data to maximize control over your platform
- Enjoy the latest platform innovations from a trusted community of video technology providers



Increase service value with pre-integrated Synamedia solutions

- Leverage VideoGuard Broadcast Security and VideoGuard OTT Security to protect your broadcast and IP streaming services
- Sync with Streaming Piracy Disruption anti-piracy services and technology to detect and disrupt illegal streaming services
- Add Advanced Advertising platform to grow your revenue with live/linear broadcast, OTT and hybrid ads

About Synamedia Video Platforms

Synamedia is the number one provider of video platform and delivery solutions for satellite, cable and telco pay TV service providers. Our platforms provide customers with comprehensive solutions for managing broadcast and OTT media workflows, securing video content and services, and delivering user experiences across all screens. Leveraging expert know-how and 30 years of experience, Synamedia enables you to stay competitive today and smoothly migrate to an all-IP, cloud solution over time.

Next Steps

Learn more about [Synamedia's video platforms](#).

For more information, [contact us](#).