



## Purple Lizard - Interact Server

**High volume** customer interaction is increasingly at the centre of direct revenue-generating activities for enhanced entertainment through digital TV. The highest profile case so far saw phenomenal success with Big Brother 2 and 3 receiving almost **10 million votes** cast through set-top boxes alone. Voting platforms, each with a range of **revenue generating** opportunities, include:

- Digital Satellite & DTT
- Web
- Fixed-line telephony
- Mobile via SMS & WAP

Until today, building a return path interactive TV system has been a specialist task. Technology selection, systems integration, data and service management are all time consuming and costly activities that create major issues for any broadcaster.

The Purple Lizard Interact Server addresses these issues. Focused on enabling our customers to deliver **high value** enhanced customer interaction with **controlled cost**, the Interact Server has already delivered on some of the largest iTV projects to date.

The Interact Server is built on **scalable**, proven, industry-standard technology, delivering immense **flexibility** and enabling new functionality to be plugged in and existing components to be easily upgraded.

Channel 4's series of interactive programs all use Purple Lizard technology

The Interact Server facilitates a **standard process** for commissioning new services. New votes, for example, can be quickly and remotely configured, including text and supporting graphics, and then published onto a technology infrastructure capable of handling 1,000 votes per second from different channels. This approach reduces the time to market and the cost of implementation while it improves control and flexibility.

The Interact Server delivers the following benefits to digital broadcasting platform operators, program producers and broadband network operators:

- **Higher revenue**

Access all channels out-of-the-box - Set Top Box, SMS, Web, WAP, phone.

- **Reduced costs**

A standard process can now support new voting needs.

- **Faster delivery**

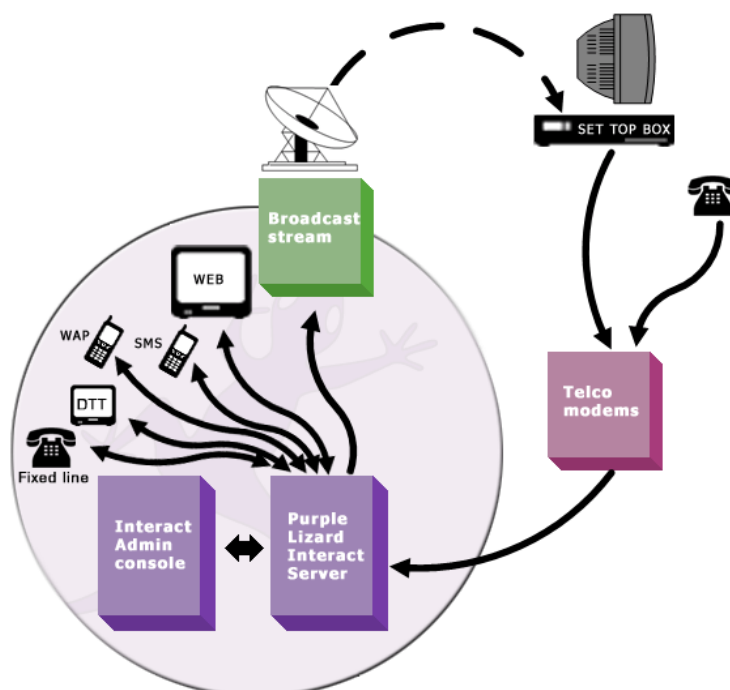
By removing IT from the cycle of design/ build/ test.

- **Higher quality**

By enabling central administration, control and a standard process.

- **Reduced risk**

A new voting requirement is a scheduled production task, not an IT issue.



The steps to create return path interactive content are:

- 1) Receive creative direction
- 2) Design and commission votes through the Interact Admin Console
- 3) Publish to target platforms (iTV, Web etc)
- 4) Collect votes and charge
- 5) Publish results from the consolidated database to all platforms

The path to widespread return path interactivity has been cleared.