



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:

- Set top box & DTT
- Fixed-line telephony
- Web-based
- Mobile via SMS & WAP

Until now, building a voting system has been a specialist task. Hardware, software and communication technology selection, system integration, data and service management are all time consuming and costly activities. Add to this the short lead times demanded by program producers and the ever-present need to reduce costs while increasing revenues and it becomes a balancing act to challenge the most experienced managers, with the risk of failure always lurking.

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.

A standardised process for delivering rich interactive applications reduces implementation time and cost and increases responsiveness

The Interact Server is built on **scalable**, proven, industry-standard technology - BEA Systems' J2EE Server and Oracle databases. Interact Server delivers immense **flexibility** by adopting a J2EE component approach, 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 voting products. This reduces the cost of implementation, improves control, flexibility and time-to-market.

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 - STB, 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**

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

A component based approach enables additional functionality to be easily plugged in

