

# IPTV DEVELOPER BOOT CAMP

Monday, 1st November 2010,  
Jumeirah Beach Hotel, Dubai

Hosted by:



In partnership with



## Fantastic Prizes To Be Won!

Calling all Developers: Unique opportunity to participate in the world's first IPTV Developer Boot Camp & Win Some Fantastic Prizes! IPTV is the next big growth platform for applications, allowing you to develop applications to use the most viewed screens in any household. Through engaging with this programme you can develop an application to reach all the TV sets served by Etisalat, the largest telecom operator in the UAE, and with substantial telco broadband around the region.

This amazing programme allows you to learn how to develop an app for TV and the best application developed at the boot camp will not only win a prize, but will also be made available on the Etisalat IPTV service in the UAE and other operators of Etisalat as they roll out IPTV in their territories, allowing you to start monetizing your application immediately...

### SoftAtHome Innovation

SoftAtHome has developed a software platform enabling Service Providers and 3rd party application developers to develop innovative applications for the digital home, and in particular for the TV STBs.

SoftAtHome provides public and well documented APIs that can be used to develop applications in Flash or HTM and deploy them on any STB running a SoftAtHome Operating Platform.

3rd party developers can register on the SoftAtHome developer zone to access the APIs and the SDK and start developing applications. Once developed, applications are made available through an application repository that can be used by any Service Operator running the SoftAtHome Operating Platform.

### Innovate on the Set Top Box

The STB (Set Top box) is a new development platform. After the PC, the mobile and the tablet, the STB is the next platform to bring innovation to the market place. We bring the APIs and the SDK, and we are looking for developers who bring new ideas which leverage the TV's that are connected to STBs. For the contest we will only use Flash to develop applications. Developers are insulated from the specifics of the chipset or the hardware, so applications will run on a broad variety of chipsets (ST, Sigma Design, Broadcom, Intel, ...) and boxes (Sagem, Airties, Humax, Kaon, ZTE, Pace, Samsung, ...)

**We are looking for innovation on the STB. TV services so far have been quite simple. There is an opportunity to create high valued added and innovative services. We are looking for different types of applications:**

- Games
- Social
- Entertainment
- Applications leveraging DLNA
- Applications that combine other devices (mobile, tablets, ...)
- Applications that combine STB and Home Gateway (HGW)

### Developing to the Set Top Box

**SoftAtHome provides different services exposed through APIs, including:**

- Core Services that enable the deployment of entry level, lower cost solutions including core and traditional TV (IPTV and broadcast)
- Advanced Services to deliver extra services on top of Core Services to enable more advanced features such as PVR.
- Content Sharing Services to enable the sharing of media among different devices in the home using DLNA.
- OTT Services to enable the deployment of OTT features either as stand alone or in addition to core services.

### Free Registration – Free Support

Developers will need to register for the SoftAtHome developer zone, and receive a SDK and a STB, one month prior to the event. Technical support will be provided through the SoftAtHome developer zone for the duration of the development.

### Etisalat Deployment

Etisalat is making a very significant investment in IPTV and has already started deploying the SoftAtHome Operating Platform on their STB's and is now looking for 3rd party developers to start developing applications that can be made available to their subscribers directly via their installed STB or promoted to it's subscribers via the upcoming IPTV Application Store. Applications developed on the SoftAtHome Operating Platform will not only run on the Etisalat network but also on the network of any service provider running the SoftAtHome Operating Platform, thus potentially exposing your developed application to millions more TV households beyond those of Etisalat.

### Prizes

All applications will be judged on the afternoon of 1st November as part of the Boot Camp. A shortlist of 6 will be chosen to give elevator pitch presentations at the IP&TV Forum Middle East & Africa at lunchtime within the Etisalat Entertainment Network Zone on 2nd November. The final winner will be announced in the conference of the afternoon on 2nd November 2010.

- All shortlisted applications will win Apple iPhones and HTC Google Android phones.
- The final winner will receive an additional First Place prize and a contract with Etisalat to place their application on the Etisalat TV Application Store.

**Register online at [www.iptv-mea.com/developer](http://www.iptv-mea.com/developer)**

### Key Time Lines

- |                             |  |
|-----------------------------|--|
| <b>15th September 2010:</b> | Developers should register their interest by this date to gain maximum advantage from the available support. |
| <b>20th September 2010:</b> | First Shipping of STBs to registered developers.   |
| <b>27th September 2010:</b> | Support now available for Boot Camp Developers & will be available up to and including the Boot Camp         |
| <b>1st November 2010:</b>   | Developer Boot Camp and Shortlisting of Applications   |
| <b>2nd November 2010:</b>   | Final Judging and Prize Giving   |

