



As broadcasters offer hundreds of channels, interactive services and access to the Internet, the critical factor is how users can efficiently navigate through the large number of channels and services on offer.

The Electronic Program Guide (EPG) is the interface between viewers and the wealth of content available. It is the portal which allows viewers to reap the benefits of digital TV and allows you to sell additional revenue-generating services including: Interactive services, pay-per-view movies, Internet access and secure transactions, home banking, home shopping, and more. The EPG can also be used to inform customers about important events using broadcast mail options.

The functionality behind the EPG must make doing business easy so that you can turn viewer requests into revenue-generating actions. Thanks to NDS technology, we've made this possible.

The ideal EPG must be simple and intuitive for even the most unsophisticated viewer.

NDS has created EPGs for Sky Digital, Sky Latin America, Yes DBS Israel, Star TV, and Sky New Zealand, and is currently completing EPGs for MATAV Israel and NTC China.

Leaders in EPG Design and Implementation

NDS EPGs support English, Spanish, Portuguese, Bahassa, Mandarin, Cantonese, Arabic, Russian (Cyrillic), and Hebrew languages.

NDS EPGs give you more features:

- › Easy integration - NDS EPGs are already installed in a wide variety of set-top boxes to get on-air faster with a variety of inexpensive boxes.
- › Proven functionality - NDS EPGs are used by the world's leading broadcasters.

- › Multilingual capability – NDS EPGs allow users to choose the language they prefer.
- › Multi-broadcast platforms – NDS EPGs can be customized for satellite, cable, or terrestrial platforms.
- › Multi-platform design available on OpenTV®, MSTV Basic Digital, NDS Core, and other advanced platforms. NDS EPGs can be ported onto platforms with a small memory footprint, requiring as little as one megabyte.
- › Fully integrated with NDS Value@TV™ applications and services, NDS EPGs enable the launch of interactive TV services, handle context sensitive application triggering, and support links between multiple interactive services and an HTML/Javascript browser supported by DSM-CC object carousels.
- › Fully compatible with DVB-SI including solutions implemented by NDS and other DVB compliant headends.

NDS EPG Features

Program Listings

Program grid
 Programs by genre and categories
 Sort by multiple concurrent sort parameters
 On screen present / following information
 Program synopsis
 Mosaic
 Radio listings
 Favorite channels

Pay TV

Impulse PPV event booking and purchasing
 Near Video on Demand (NVOD)
 Bouquets
 Event spending limit setting
 Parental rating setting

Value-added Services Support

Broadcast messaging
 Program ordering and notification
 Launching interactive applications
 Context sensitive triggers

Graphical User Interface (GUI)

3 plane graphics
 1/4 screen zapping with video in window
 Animation

General

Set-top box setup
 Language preference
 DVB subtitles
 Context-sensitive help
 Scaleable typeface support

Some of these features are only available on certain EPG versions and middleware platforms.

NDS

NDS is a leading supplier of open conditional access software systems, interactive applications, and datacasting solutions. NDS secures the delivery of entertainment and information to TVs, set-top boxes, personal computers, and mobile devices.

NDS systems enable broadcasters, MSOs, network operators, and content providers to profit from emerging digital TV technology and its associated interactive services.

Headquartered in the UK with offices worldwide, NDS employs over 1100 people and continues to make a major commitment to R&D, with over 500 employees dedicated to pioneering development work at research centers in Israel, China, India, and the UK.