



## Ocean Blue Demonstrates World's First CI+ Application

**Bristol, England – 2 June 2008** - Ocean Blue Software has produced the world's first CI+ application, paving the way for highly interactive subscriber content on IDTVs. The application, previewed at last week's ANGA Cable show in Cologne, is the first to use the new Common Interface Plus (CI+) standard, delivering advanced, graphic applications inside a CAM, to run on a CI+ enabled TV. Ocean Blue has been working in conjunction SmarDTV.

Ocean Blue has developed a complete solution, including: CI+ browser software for inclusion in host devices, such as set-top boxes and IDTVs; an application authoring tool with applications for the CAM; test and performance tools to ensure compliance. The solution can deliver advanced, visually rich subscriber applications, such as PVR, Pay Per View and Video on Demand services.

"We have demonstrated new CI+ applications to a number of cable and satellite operators, who have been blown away by its capabilities," said Ken Helps, CEO of Ocean Blue. "They can see huge potential in the ability to deliver complex applications to the TV, no longer being constrained to simple text menus. We expect the new format to be very popular in future IDTV developments."

Ocean Blue's browser, combined with the new CI+ system, will offer a range of advanced features & functions:

- The television or set top box can run applications contained in the Conditional Access module (CAM)
- CI menus can be branded, associating encrypted content to the broadcaster / content provider
- Graphic & display capabilities are greatly enhanced (such as bitmaps, custom fonts and colour schemes)
- Advanced applications combine broadcast CI+ content with embedded CI+ CAM content

Ocean Blue will work with the CI+ Forum to evolve its CI+ browser to incorporate new features as specified in specification updates, such as high definition graphic support, 16-bit mode, fast rendering and caching.

Ocean Blue will be offering a comprehensive CI+ developers pack including: Triton, a CI+ authoring tool, Ocean Blue's visual design system; test & conformance software and activation software for embedding into a digital television.

### About CI+

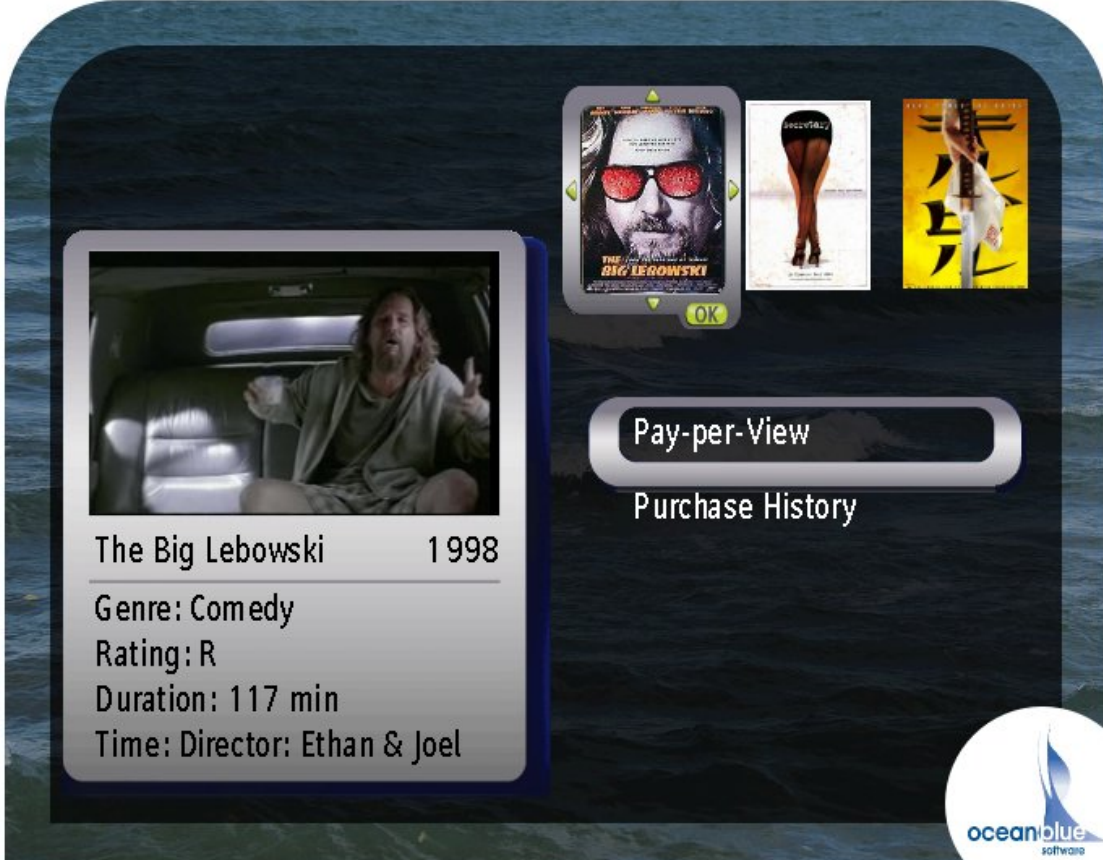
The CI+ Forum has only recently finalised the CI+ specification for the secure delivery of pay-TV services to digital TV receivers, including set-top boxes, IDTVs and PCs.

The enhanced security within the new CI+ specification allows smart cards and CAMs to be used with any set-top box or IDTV that supports the standard, giving consumers a choice of receiver equipment. Content protection within the CAM allows operators to offer premium pay-TV services, such as PVR, PPV and VOD services.

More details: - [www.smartdtv.ch/index.php?page=dvbc&rubrique=ciforum](http://www.smartdtv.ch/index.php?page=dvbc&rubrique=ciforum)

Ocean Blue Software is based in Bristol, England, and specialises in the development, distribution and support of world-class software solutions, which are incorporated into Digital TV consumer electronics products, present in the Digital Home. Ocean Blue's software products stand out in terms of maturity, usability, operability and adherence to international digital broadcast standards, notably DVB and DTG. Ocean Blue is also active in both DTG & DVB assisting in the development of industry standards for Digital Video Recorders (DVR), DVB-H, DVB-SH, MHEG HD support. Ocean has recently opened a sales & development centre in Hong Kong.

More details: [www.oceanbluesoftware.co.uk](http://www.oceanbluesoftware.co.uk)



The screenshot displays a digital TV interface with a dark background and rounded corners. On the left, a large video player shows a scene from 'The Big Lebowski' with Jeff Bridges. Below the player, the movie title 'The Big Lebowski' and the year '1998' are displayed. Further down, the genre 'Comedy', rating 'R', duration '117 min', and directors 'Ethan & Joel' are listed. To the right of the video player, there are three smaller movie posters: 'The Big Lebowski', 'The Hot Chick', and 'The Hot Chick'. Below these posters, there is a 'Pay-per-View' button and a 'Purchase History' link. In the bottom right corner, the 'ocean blue software' logo is visible.

The Big Lebowski 1998

Genre: Comedy  
Rating: R  
Duration: 117 min  
Time: Director: Ethan & Joel

Pay-per-View  
Purchase History

ocean blue software

## Purchase History

Title	Purchase Date	Price
Kill Bill: Vol. 1	Apr 4, 2008	3 €
Fargo	Mar 18, 2008	3 €
Dr. Strangelove	Mar 17, 2008	2 €
The Sopranos, season 7	Feb 30, 2008	29 €
Chelsea - Real Madrid	Feb 28, 2008	8 €
Tacones lejanos	Feb 14, 2008	3 €
Bad Taste	Feb 1, 2008	3 €



SmarDTV products enable pay TV services through ubiquitous modular security technologies such as DVB-CI and CableCard. We sell not just the modules, but also the tools, adapters, chips, and software to enable the full ecosystem.

[www.smarttv.ch/index.php?page=dvbci&rubrique=ciforum](http://www.smarttv.ch/index.php?page=dvbci&rubrique=ciforum)

For further information please contact:

Kenneth Helps

[Ken.Helps@oceanbluesoftware.co.uk](mailto:Ken.Helps@oceanbluesoftware.co.uk)

+ 44 (0)117 972 2753

Peter Linton

[peter@medialink.co.uk](mailto:peter@medialink.co.uk)

+44 118 984 3386