



Ocean Blue develops hot-plug USB software to turn TVs and set-top boxes into PVRs

Bristol, England – 23 July 2008 - Digital TV software specialist, Ocean Blue Software, has developed a hot-plug USB extension to their core software. The USB extension for set-top boxes and integrated Digital TV's will allow consumers to activate PVR functionality on low-cost base models by simply plugging in a USB memory stick or USB hard drive.

The development will allow consumers to take advantage of low-cost, high capacity USB memory sticks to add limited record and pause-and-rewind functions for very little cost. A \$15 4Gb memory stick, for example, could record up to 4 hours of video and provide a 30-minute rewind.

For customers looking for full PVR functionality, a 250Gb USB2.0 drive could add 250 hours recording capability for as little as \$60.

"The plummeting price of USB memory sticks and hard drives means digital video storage costs next to nothing," commented Ken Helps, CEO and Founder of Ocean Blue Software. "This development will allow consumers to plug off-the-shelf USB storage into their set-top boxes to enable PVR functions."

Personal Video Recorder (PVR) technology has become increasingly popular over recent years. With the introduction of the PVR functionality into cable boxes and DVD recorders consumers have become aware of the benefits and those without subscription services or DVD recorders now seek the same functions for free to air. This has led to the tens of millions of unit sales now recorded, however this is still below the expectations of many industry analysts. Ocean Blue Software has recently begun trials of the new PVR solution based on USB memory stick devices.

Ocean Blue have already developed a PVR solution named Surfsoft-PVR. This middleware is UK Freeview Plus compliant and is based on the mature Surfsoft DVB software core. Much of the Ocean Blue portfolio is now capable of USB support and combining the two along with the increasing storage capacity of USB devices is a natural step. The USB2.0 interface can add record, time shift and playback capabilities.

The software prototype has already been developed that allows basic recording and playback to a memory stick. Work is continuing that will enable hot plug situations where the resident software loads and makes available the content of the USB device to the user.

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