



## Ocean Blue readies visual design software for HD interactive television

**Bristol, England – 14 May 2008** - Ocean Blue Software has released early details of a new design tool that will enable a fast, visual development of MHEG applications, for broadcast onto equipment such as set-top boxes and integrated digital TVs. The new, Windows-based software, dubbed Triton, is expected to be released by the autumn and provides an easy-to-use application designer. Once an application has been completed, the visual components are translated into MHEG-5 application code, ready for loading into a DSM-CC carousel and broadcast.

The new system will appeal to broadcasters and content providers who wish to design "red button" services for DVB platforms. Triton requires little or no programming expertise, says Ocean Blue, and includes an inbuilt MHEG-5 validation & test system. The company plans subsequently to release an integrated Graphical User Interface generator.

Triton will support the current generation of both SD and HD MHEG applications and includes plug in extensions for new profiles as and when they are introduced. The use of the one tool for all formats and extensions of MHEG-5 enables companies to maintain the same feel and have access to common components across all their products.

"This development will allow designers to reduce cost and time-to-market for MHEG application authoring," commented Ken Helps, Managing Director of Ocean Blue. "We are currently working with a handful of clients to ensure the tool meets their requirements, and would welcome interest from any other parties."

The drag-and-drop style scene editor supports multiple layers for sophisticated scene construction, whilst wizards and a library of standard components are included; all of which enable quick development. Colour palettes and fonts across a complete design can be altered at the click of a button and a spell checker is also integrated.

Customers will be able to build their own libraries of reusable component sets to accommodate a corporate look and feel within teams, across projects and organisations.

Example existing MHEG-5 applications include:

- Interactive applications for education
- Multi stream News and Sport presentation
- Video on Demand
- Home-Shopping
- Interactive & enhanced Advertising

- On-Screen Information
- Voting/Polling

Screen shots/images of Triton are available on request.

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. MHEG-5 software is embedded into Freeview TV receiver devices; this produces "Press Red" functionality and interactivity. Ocean Blue is in discussions and working with emerging broadcasters from Hong Kong to Africa who are looking to adopt MHEG standards.

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