



## **Broadcasting Industry**

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ZDF (Zweites Deutsches Fernsehen), based in Germany, is one of Europe's largest public television broadcaster, and a leading force in the adoption of digital terrestrial television, or DTT, in Europe.

ZDF has been aggressively pursuing new applications for the digital terrestrial signal, including data broadcasting to mobile devices and set top boxes. As an integral part of this effort, ZDF launched zdf.mobil at IFA 2001 based on Fantastic's technology. This project will lead to a full data broadcast service within 2003.

## **Content extraction, delivery and playback**

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For IFA 2001 Fantastic's BroadSphere platform was installed at ZDF headquarters in Mainz, Germany, and remotely maintained by Fantastic Customer Services in Zug, Switzerland. ZDF developed an interface and navigation scheme for the interactive services based on multimedia content in their Content Management System.

Fantastic built a Content Repurposing Server to extract this content and transform it into various formats compatible with both mobile as well as fixed devices. This content was then "booked" onto the BroadSphere platform and broadcast over the digital terrestrial signal in Berlin. The entire procedure was automatically repeated every two minutes delivering a wide range of information to the end user.

On a multimedia television viewers use the 'OK' button on the remote control to access the content, and navigate using the four directional buttons. On the handheld device, the user can browse the content using the same navigational principles.

## **Mobile Broadcasting Services**

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The stability and flexibility of the BroadSphere platform allow ZDF to rapidly deploy new templates on the Content Repurposing Server that generates device specific versions of the application. In the case of IFA 2001, this allowed the last minute addition of a Pocket PC version of the zdf.mobil application that fed PDA's on a wireless LAN at the IFA stand, thereby showing the true vision of zdf.mobil. New wireless devices for the reception of the DVB-t signal are already reaching the market.



## Moving Content Forward

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The current work with ZDF concentrates on expanding the possibilities demonstrated at IFA 2001 and to prepare the start of regular DTT in the Berlin area. Fantastic and ZDF, together with hardware manufacturers, are pushing the boundaries of interactive media over digital television to new mobile and fixed devices. The television programs and complimentary data services of zdf.mobil will first be available in Berlin and the federal state of Brandenburg. Rollout across Germany is planned by the year 2010.

## Open Standards

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Fantastic and ZDF are committed to supporting MHP, the multimedia home platform, as the standard for digital media delivery and consumption. The MHP extends the existing, successful DVB open standards for broadcast and interactive services in all transmission networks including satellite, cable, terrestrial and microwave systems.

## About Fantastic Software

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Fantastic's BroadSphere software is the leading highly scalable IP data broadcasting and streaming platform.

Fantastic's products are multi-platform, client/server applications available on the following platforms: Microsoft Windows NT/2000/98, IBM AIX, HP HPUX, Red Hat Linux and Sun Solaris.

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