



## Harness the power of hybrid TV



### Come visit the Sezmi booth (#77) IPTV World Forum 2011

**Learn how you can harness the power of hybrid TV to deliver a personalized, multi-screen TV service.**

Many service providers have failed to capitalize on the dynamic TV marketplace due to lack of adequate broadband infrastructure and the high price of necessary upgrades. Sezmi's powerful hybrid TV platform uses a combination of broadcast and broadband to enable service providers to deliver complete, personalized television services, while maximizing the investments already made in existing infrastructure. Sezmi's hybrid broadcast-broadband platform:

- Delivers an integrated, personalized experience including TV, movies and Internet video
- Enables a unified, multi-screen video experience
- Avoids the need for network upgrades
- Provides a proven, turn-key solution for accelerated market deployment

**Sezmi is the leading global provider of complete hybrid broadcast-broadband television solutions.**

As the first company to fully harness the power of hybrid broadcast-broadband delivery, the Sezmi platform enables you to deliver next generation, personal television services while dramatically lowering your deployment costs. With Sezmi you can provide your customers with a personalized entertainment experience at home or on the go, with seamless integration of live, recorded, on demand and Internet content.

To learn how you can launch Sezmi in your market, visit us at Booth #77 for a live demo and to meet with our team.

For more information or to set up a one-on-one meeting, please [click here](#).

To view our CEO and Founder, Buno Pati's interview for IPTV, please [click here](#).

**We look forward to seeing you in London!**



Your Shows  
Your Schedule  
Your Price



## Sezmi's Hybrid TV Designed for Capital-Efficient Deployment

Sezmi is the leading global provider of advanced, multi-screen, hybrid television solutions. Sezmi's broadcast-broadband hybrid solution provides a unique opportunity for service providers to quickly and cost-efficiently deliver next-generation television services to their customers. Our All-In-One Personal TV Service seamlessly integrates broadcast and broadband technology to deliver TV, movies and web videos in a consistent, personalized experience – both at home and on the go. And because Sezmi is also a service provider, we offer partners a tested technology solution supported by deep experience in content acquisition and management, business operations, and end-user needs.

- **Cost-efficient:** uses existing network infrastructure
- **Fast:** deployment from concept to customer in 9 months
- **Proven:** all components of Sezmi's turn-key solution are tested and operational

### Provide next-gen TV services without spending billions for network upgrades

Sezmi's hybrid broadcast-broadband TV platform allows operators to provide next-gen TV services without overburdening or re-building their existing networks. Broadcast lets you deliver large quantities of low-cost, linear TV to large groups of people. Broadband lets you deliver on-demand and interactive video on a personalized or 1:1 basis.

- **Broadcast:** Free-to-air local DTT broadcasts as well as cable and satellite programming are received via wireless digital broadcast networks.
- **Broadband:** Streaming linear video, video on demand, and web videos are delivered via broadband – including 4G.
- **Broadcast and broadband:** All content is seamlessly integrated and seamlessly experienced regardless of delivery mode.





## The same personalized TV experience at home and on the go

Sezmi delivers a breakthrough user experience that puts consumers in total control. All of Sezmi's personalization elements are maintained in the cloud so all the benefits of the system are carried across all devices and sizes including TV, PC and Mac, smartphones, and tablets.

- Connects customer to live, recorded, online and on-demand content anytime, anywhere
- Automatically records and organizes customers' favorite shows into their own TV home page
- Learns your customers' preferences and recommends new programming they are sure to love
- Optimizes content around the individual viewer—an opportunity for targeted advertising revenue

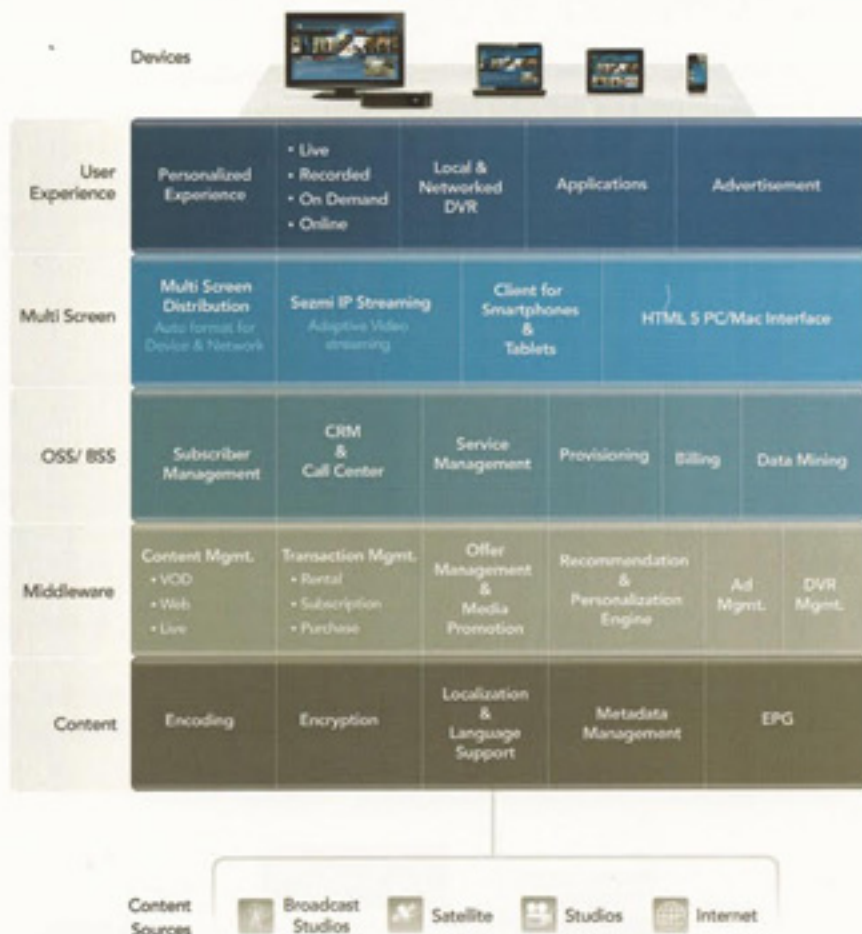
## A proven turn-key TV solution that goes beyond the technology

The Sezmi Hybrid TV platform provides everything required for a turn-key solution from content ingest and management, to delivery across varying network types, to a consistent, personalized experience on home TVs and mobile devices. We provide all of the necessary business processes to run an operationally smooth and cost-effective business. Our deep industry experience is derived from operating as a service provider in the highly competitive U.S. TV market. When you partner with Sezmi, you directly benefit from our lessons learned and in-market successes, and further enhance your competitive position and revenue. This means cost-efficient, fast, reliable deployments for Sezmi operator partners. Sezmi's turn-key solution includes:

- End-to-end television and mobile platform
- A highly reliable and capital-efficient hybrid network architecture
- Operating expertise and OSS/BSS software to provide necessary business processes
- A build, operate, transfer model to ensure a completely operational service

### Sezmi End-to-End Solution for Hybrid Multi-Screen TV

From content acquisition to output on TVs, computers, tablets and smartphones



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