



What it is



Optiva Home Player is an application that allows the operator customers to **store and view multimedia files (pictures, music) through the TV, and to be able to share them with other users.**

Benefits

+ revenue

It allows synergies with tripleplay services: premium storage services for the client, **complementary services** such as photo development and **advertisement** management.

- churn

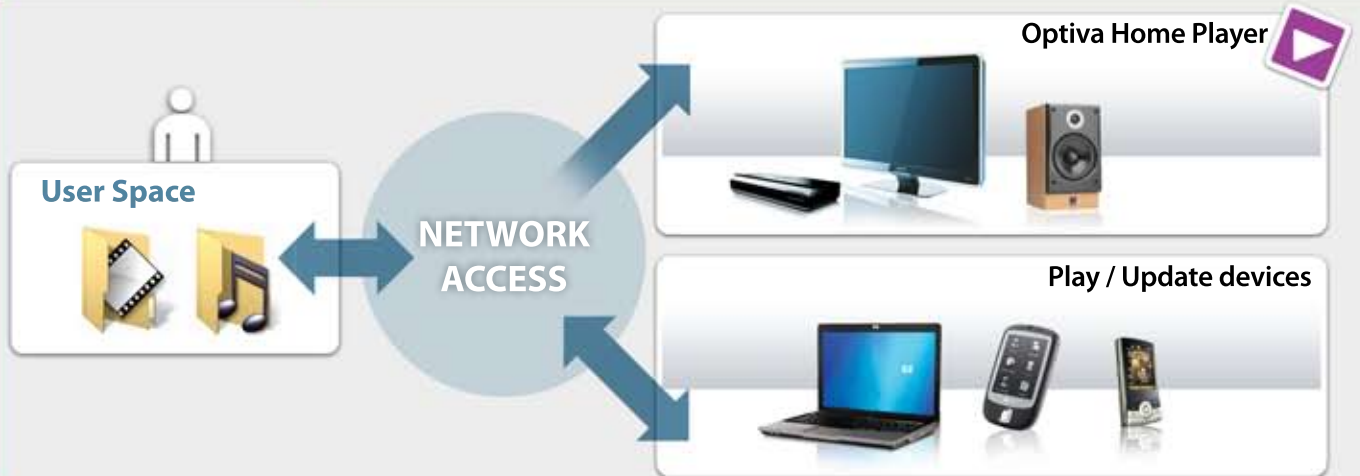
Optiva Home Player is an **added value service** that **increases customer satisfaction and perception of the operator service.** It allows the creation of communities between users, who can share their multimedia files with other users of the service.

+ loyalty

+ vision

The growth on digital cameras and music players usage is unstoppable. Optiva Home Player is a **differentiated service, aligned with the current customer consuming habits,** that **optimizes the operator available resources** with minimal initial investment.

How it works



STB reqs.

STB technical requirements



- 1** STB supporting MP3 audio files playing.
- 2** STB supporting JPEG rendering.
- 3** STB with IP connectivity, or connected to an ADSL router.