



## DISCOVER NEW WORLDS OF CONTENT

THE ULTIMATE MANAGEMENT SYSTEM FOR DELIVERING AN OVER THE TOP TV EXPERIENCE.



**M-CUBE** ( Media Management Matrix ) Is the ultimate OTT solution for operators. M-cube's centralized management system and multi platform media clients, can allow operators to significantly enrich their content offering and viewing experience while generating greater revenues.

# A COMPLETE MEDIA MANAGEMENT MATRIX.

### KEY FEATURES

#### Live DTT Channels

DTT broadcast channels are fully integrated into the system supporting the editing of EPG and channels data using automatic tools.

#### Web Content

choose any RSS compliant web service and deliver a complete web experience.

#### Widgets

online updates to your TV or Mobile: twitter, Picasa, weather, stocks and more.

#### Home Media

personal media content located on the user's PC is converted and streamed to the set top box or mobile device.

#### VOD

smart catalog management to enable automatic insertion of meta data including search and recommendations tags. The content editor has full flexibility for defining prices & promotions.

#### Interactive Games

Gaming Portal with various interactive games, including multi player games, score board and a prize winning mechanism.

**CENTRAL CONTENT MANAGEMENT SYSTEM**  
M-cube's Management system allows you to easily and intuitively manage and promote content, and to deliver them efficiently to customers households.

#### MEDIA CLIENTS

M-cube offers a cutting edge user experience designed uniquely for each of the media clients: TV, Mobile & PC.



### ADDITIONAL REVENUE GENERATORS

#### Profiles & Recommendations

Deliver a personalized experience with cross media recommendations & ratings capabilities.

#### Targeted Ad Infrastructure

Dynamic insertion of interactive ads, targeted promotions by user or by service, pre rolls /post rolls and scheduled ads during the video.

#### Usage Reports

Generate efficient activity reports by page, profile, content or service.

## FIND OUT WHAT WE CAN DO FOR YOU

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