

**Macromedia Flash
for iTV CDK
'iTV Content Examples'**

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ITV Commercial

HGTV Home Giveaway by Beyond Z

The television viewer has been invited to view interactive content related to the HGTV television programming. After the viewer has accepted the invitation, the HGTV iTV content is then downloaded to the set-top box and presented to the viewer as seen below.



Beyond Z - Scene 1/4

By providing a simple clean interface using a combination of Macromedia Flash animation, JavaScript interactivity, DHTML layers, and HTML as the framework. The viewer is prompted to enter into the current HGTV Dream Home Giveaway by selecting a “YES” or “NO” button located on the lower part of the screen.



Beyond Z - Scene 2/4

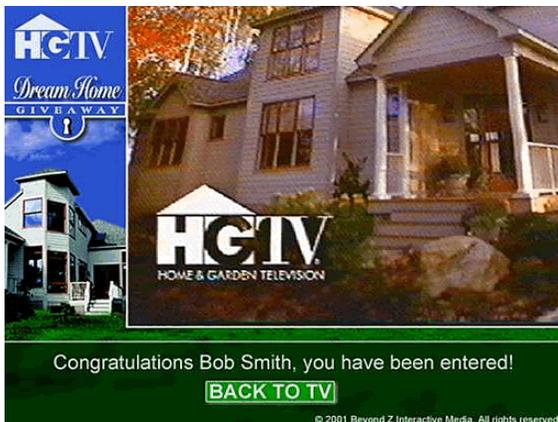
By selecting the “YES” button from the previous screen, the bottom frameset of the interface, calls upon several JavaScript functions to ‘HIDE’ and ‘SHOW’ layers that contain several registration form fields for collecting the viewers content entry information.



Beyond Z - Scene 3/4

By filling in the form fields and selecting “NEXT” the viewer is able to navigate smoothly through each of the remaining entry fields without having to download another page from the internet offering a sense of fast network response.

Also capitalizing on the small file size and offering a robust television graphic look, the entire top left frame is a Macromedia Flash movie offering a simple ambient passing cloud animation and a compressed jpeg image of the HGTV Dream Home and logo.



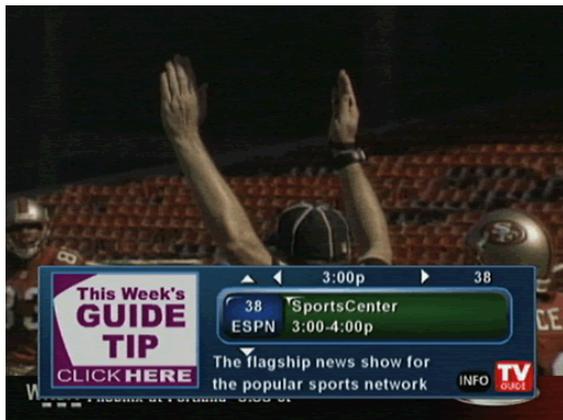
Beyond Z - Scene 4/4

After filling out the respective entry fields, the viewer is notified on screen that the entry has been accepted and then prompted to return back to full screen television programming by selecting the “BACK TO TV” button.

Electronic Program Guide

TV Guide Interactive EPG by Liberate Technologies

TV Guide Interactive is an on-screen, interactive program guide that puts you in control of your viewing experience.



Liberate - Scene 1/6

With digital cable, you have more program choices than ever before. TV Guide Interactive lets you quickly and easily find the programs you want to watch...any time you want. You decide what listings display and, at your convenience, TV Guide Interactive takes you there.

As seen in this first screen the viewer has quick access to channel information, guide tips, and programming info while still viewing the television in the background.



Liberate - Scene 2/6

The entire robust interface of the TV Guide Interactive EPG is constructed using Macromedia Flash 4.

Find what's on now, what's coming up tomorrow, find your favorite movies, sports, and children's programming, even get your local weather forecast in seconds flat. Quickly access your favorite channels with TV Guide Interactive.



Liberate - Scene 3/6

With up to 4 days of program listings and up to 14 days of pay-per-view special events, you can plan your viewing. Order pay-per-view in advance. Reminders make sure you don't miss the shows you want to see. Even while you're watching a program you can get information on other programs without missing a minute of what you're watching.

Macromedia Flash allows for this type of extreme functionality through the use of Flash ActionScripting, a set of commands that you can string together to make Flash perform certain actions or roles, which adds a degree of efficiency and intelligence to the interactivity of any Flash movie.



Liberate - Scene 4/6

Another key factor of using Flash for interactive television is navigation. ITV navigation comes naturally when using Flash. When the user moves left, right, up or down there is an automatic selection hierarchy based on how your elements are placed on the screen from one another, this is similar to tabbing through a web page on the PC. Viewers navigate between links, forms, and functions using a remote control or an infrared keyboard, not a mouse.



Liberate - Scene 5/6

By incorporating Macromedia Flash you eliminate several sticking points when it comes to safe area screen sizes. Since Flash is vector based, Flash is able to “stretch to fit” the screen appropriately without losing any quality of the graphical content required in the TV Guide Interactive EPG.



Liberate - Scene 6/6

Again by using Flash ActionScripting the TV Guide Interactive EGP allows the viewer to easily restrict access to those programs they decide their kids shouldn't watch. Control their cable bill with locks that prevent unauthorized pay-per-view purchases. Even hide adult titles from appearing on screen.

ITV Game

Deal With It! by Two Way TV



Two Way TV - Scene 1/2

Two Way TV brings the traditional casino card games to your television by incorporating Macromedia Flash for subtle animations and game logic.



Two Way TV - Scene 2/2

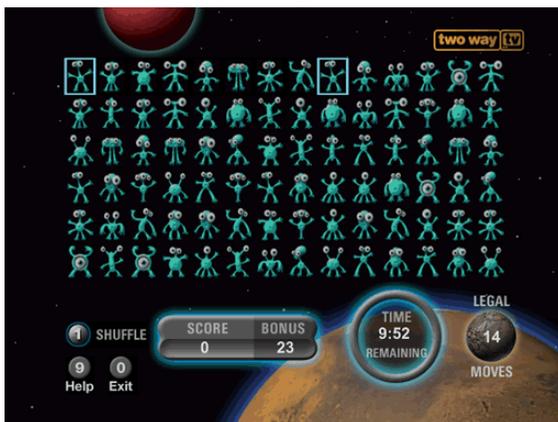
In this simple design, Two Way TV allows you to practice your casino skills from the convenience of your couch.

Tactiles by Two Way TV



Two Way TV - Scene 1/2

Another Two Way TV game example of using Macromedia Flash.



Two Way TV - Scene 2/2

By providing immense navigational methods, score tracking logic, and animation into this Flash game, Two Way TV is able to bring robust and graphical content for all ages into your home while still being able to focus on a low file size for quicker response.

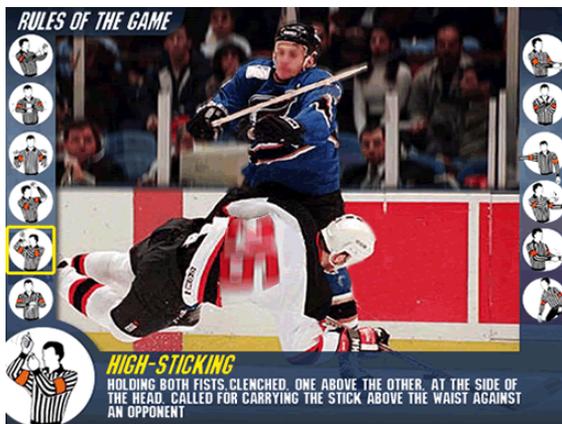
ITV Sports

Sports Application Prototypes by SpinTV



SpinTV - Scene 1/1

Sports are a perfect and fast growing genre for interactive television. In this scene SpinTV reveals one of the golf prototypes from their internal lab. Incorporating an interactive Flash crawler at the top of the screen and quick navigational information access for the viewer's convenience at the bottom of the screen.



SpinTV - Scene 1/1

Another prototype inspired by the Dallas stars hockey team, allows the viewer to simply access the rules of the game at any time during the game. This application has since been incorporated to other sports.

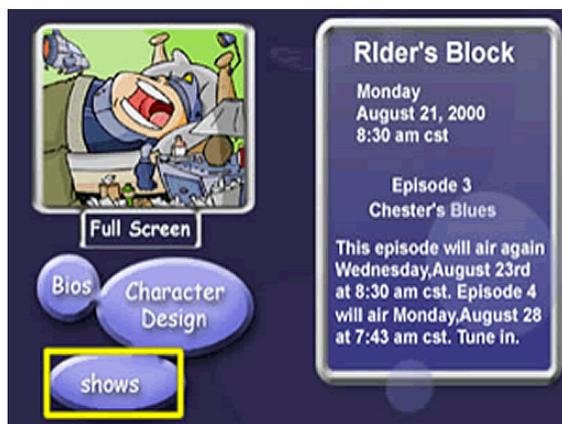
ITV Cartoons

Ryder's Block by SpinTV



SpinTV - Scene 1/2

An interactive television conference demonstration of the future of Saturday morning cartoons. SpinTV provided a full interactive cartoon application based on SpinTV's own Ryder's Block cartoon episode. The application consisted of 3 – 4 Flash based games, a "Cow Yung Phat" cartoon trailer, and a Macromedia Flash interface bringing it all together.

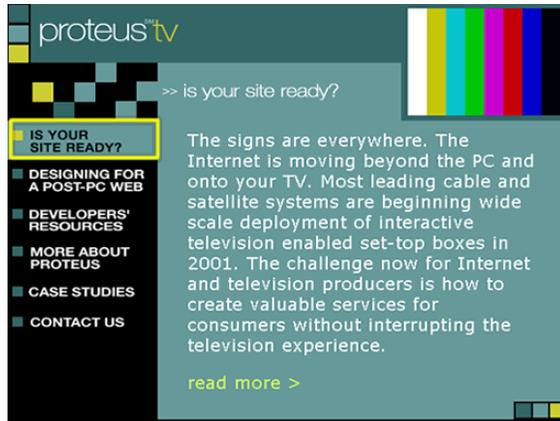


SpinTV - Scene 2/2

Ryder's Block cartoon Flash interface screenshot #2. This demonstration was presented and hosted using ICTV technology.

ITV Website

Corporate Presence by Proteus



Proteus - Scene 1/2

Proteus a leading multi-device design and development agency stands true when claiming they design for all devices. In this scene Proteus provides a simple extension to their Internet PC website presence allowing set-top box viewers to access information on Proteus at their convenience.



Proteus - Scene 2/2

By sticking with the K.I.S.S. (Keep It Simple Stupid) process, friendly television colors and intuitive navigation, Proteus is helping lead the way for all Interactive television developers.

About the companies

Beyond Z Interactive Media

The concept of Beyond Z, as the name implies, is to push beyond the limits of what is familiar today. Established practices exist for the production and distribution of content for television programming, advertising, and Websites. The challenge is to take this process and guide it towards the future of media including interactive television, broadband, and wireless distribution.

Liberate Technologies

Liberate Technologies is the premier provider of open platforms for delivering enhanced content and services to television viewers around the world. Liberate's software, based on Internet and broadcasting standards, is an infrastructure platform supporting digital consumer services delivered by cable, satellite and telecommunications companies. Liberate's PopTV™ program, with more than 2,600 registered members in 50 countries, is the largest partner program in the interactive television industry. Headquartered in San Carlos, California, the company has sales offices in the U.S., Canada, Japan, and the U.K.

Two Way TV Ltd.

Two Way TV Ltd. is working with major programme-makers and broadcasters to add its interactive technologies to individual shows or entire channels. Recent successes include BBCi's Antiques Roadshow, Channel 4's Big Brother 2 and Fifteen To One, Sky Sports' Sky Play Football and a number of shows on Flextech's Challenge TV channel.

SpinTV, Inc.

SpinTV, Inc is a leading interactive television (ITV) software company offering advanced products and services through the SpinTV Studio Suite™. The SpinTV Studio Suite Kit is a software application designed to address the demands for producing and deploying interactive television content using the Macromedia Dreamweaver™ development environment. Clients include USDATA, Vesta Broadband, and CyberXpo. SpinTV's expertise with interactivity enriches viewer experience and introduces new revenue streams to clients and their partners. Additional information about SpinTV can be found online at <http://spin.tv/>.

Proteus

Proteus is a leading Internet professional services firm with offices in Washington, D.C., and San Francisco, CA. Proteus has been developing dynamic, scalable Internet, wireless and interactive television applications using Oracle and Java technology since 1996. Clients who have benefited from Proteus' technology, strategy, and creative services include Fortune and Global 500 companies such as, Washingtonpost Newsweek Interactive, Motorola, BMW and ExxonMobil Corporation. More information about Proteus can be found at <http://proteus.com>.
