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Casting Solutions

Dongle Dilemma?
Choosing the right Telco casting solution strategy
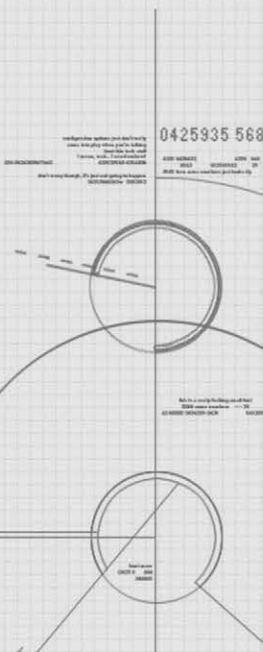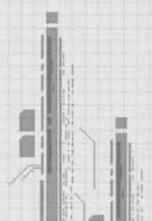
Casting Solutions Overview

Pay TV companies and Telcos are trying to tackle three big questions

1. **How to stay relevant?**
2. **How to respond to OTT Services?**
3. **How to reduce the OPEX and CAPEX costs of STBs and other hardware?**

HDMI dongles are fast becoming attractive options for operators to disseminate their services to their subscribers but choosing the right dongle solution is not without its obstacles. With a myriad of device and platform choices now on the market, what is the right strategy to embark on?

Here at Digisoft, we have been at the forefront this new technology option and our experience can help guide you in the right direction to choosing a strategy that is right for you. Whether you want to offer your service along side all others on a consumer brand dongle or own the experience with your own brand managed device, we have the solution for you.

Bring your own device strategy

Consumer HDMI dongles are proving extremely popular and it is not surprising that OTT service providers are offering their services on these low cost devices. Whether it is Google's Chromecast, Amazon's FireTV stick, Roku's streaming stick or generic Android streaming sticks, one thing is sure – if you want your service to reach the maximum audience possible then you need to consider how it can be delivered to viewers across all these platforms.

We have been developing solutions for these platforms for some time and understand the subtleties and differences between them all. Each platform has its own specific features and nuances that need to be catered for and there is no one stop common solution to deliver to all these platforms.

Whether your users are casting from mobile devices or using built in client applications, you need to consider how this will impact on your media offering.

As well as developing clients and applications for these devices, we have gone one step further and developed the Client Connect Framework – This product eliminates all the device fragmentation that occurs when developing for these platforms and ensures that you can get to market fast without worrying about all the headaches that usually occur when trying to deliver services to multiple platforms.

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Client Connect Framework

Apple TV	Android TV	Fire TV	Chromecast	Samsung TV	LG TV	Games Consoles	Roku

Client Connect Framework

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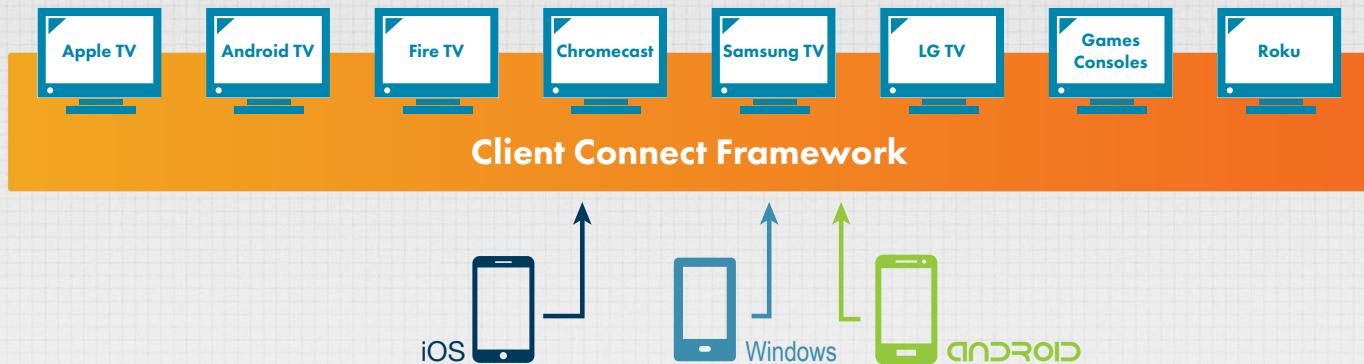
Incorporating our unique reverse casting technology and multiscreen & multi device connectivity framework, Client Connect enables operators to deliver a 10-foot user experience on a wide range of TV devices, from Smart TVs to media streaming boxes.

Client Connect is a smart software abstraction layer for consumer smartphone and tablet applications that seamlessly handles multiple cast protocol implementations.

Going beyond the first and second screens, Client Connect also supports application level interaction with voice control, smartwatch and smart home technologies to ensure that your customers will benefit from a new wave of emerging standards and technologies that will be at the heart of any service providers consumer offering.

Own brand managed device - CastCatcher

Offering your OTT service on consumer devices is considered essential to compete these days but what if you want more control over the software roadmap, your own branded hardware and a subscriber dedicated to using your service over all the other tempting services that can be found on consumer devices?

You may need to consider offering a managed device as part of your service offering.

Deploying an own brand white label HDMI dongle is now a possibility with Digisoft's CastCatcher.

CastCatcher is a custom HDMI dongle solution for operators based on our CastOS dongle middleware that gives you the benefit of having complete control over the experience of your subscribers.

As well as offering the CastCatcher HDMI dongle, Digisoft works closely with many partner ODM companies that manufacture managed HDMI streaming devices.

CastCatcher Benefits:

Your own branded hardware
White label the device with your own brand

Full control over the software roadmap
You are not susceptible to adapting to 3rd party OS changes

Full casting functionality from mobile devices
Advanced QOE, a true multiscreen interaction experience

Reduce traditional STB warehouse storage and truck roll costs
Lower storage requirements and no need to dispatch engineers for installation

Reduce or eliminate the cost of customer acquisition
Acquire customers at point of sale for your other products such as mobile contracts

Reduce or eliminate CAPEX for set top boxes
HDMI dongles are more economical that multituner DVR STBs

No unwanted competing services on the device
You don't need to compete for viewers with 3rd party OTT services, your service gets all the attention from your subscribers
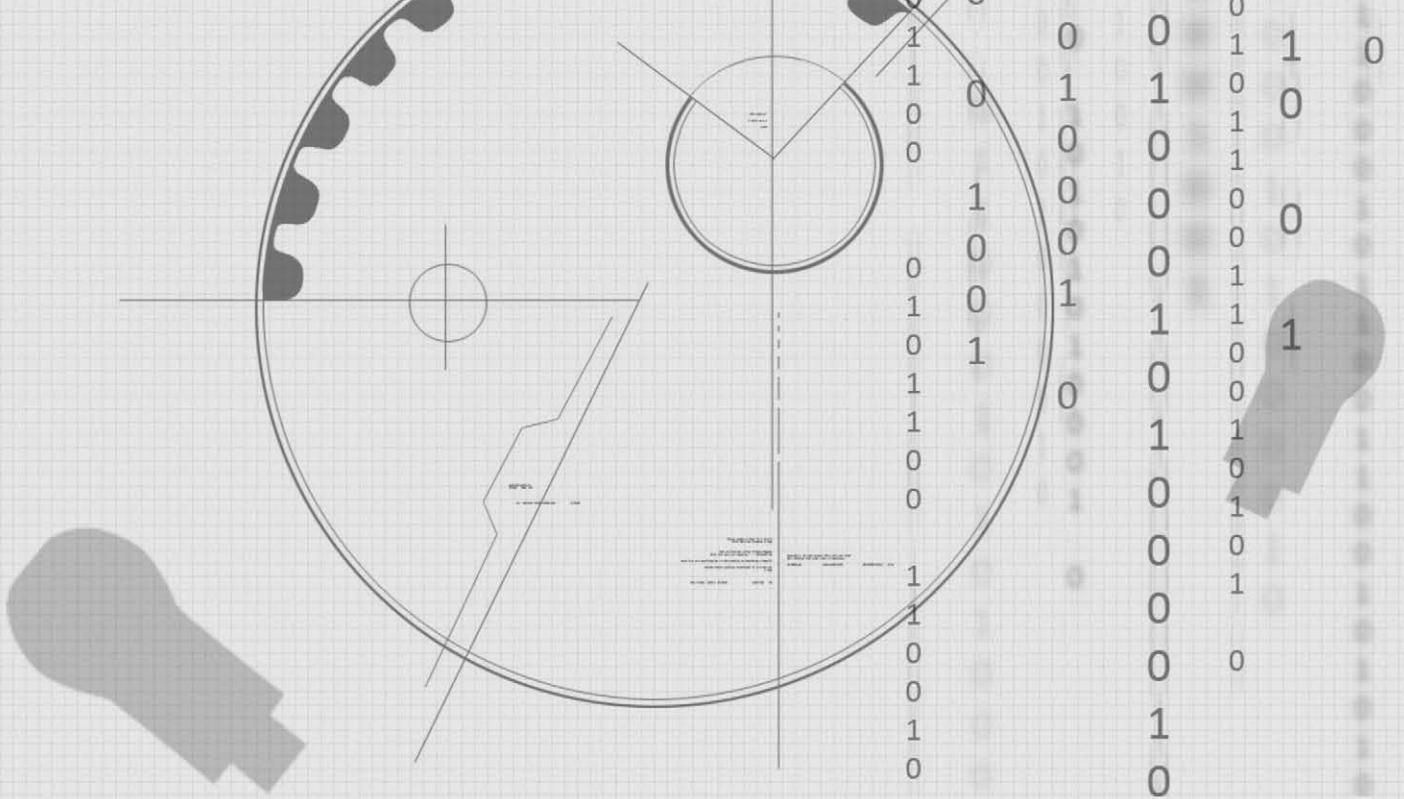
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To discover more about how Digisoft can help you reimagine casting, visit www.digisoft.tv