

Real Time Immersive TV Show (RTI-TVS)



Applications: Satcom Network Systems and Services

"RTI-TVS offers viewers exciting, intuitive, interactive services including gaming, voting and enhanced TV."

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PRIME CONTRACTORS:

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PROJECT PARTNERS:

RTBF (Belgium)
B.A.P. (Belgium)

PROFILE:

Cybercultus in Luxembourg has teamed up with Radio Télévision Belge Francophone (RTBF) of Belgium to create the first iTV production software for 'immersive' TV shows. Home viewers will actually be able to actively participate, via avatars, in a live game show. The first use of the software will be on the popular Belgian High School Teens programme called 'Genies en Herbe'.

It offers a great deal of flexibility in programming to future operators and gives them the freedom to determine their own content. Cybercultus is working to make the software operate on a global interactive television infrastructure and integrate many features: from satellite broadcast to digital TV monitors.

A first prototype has been tested with live satellite broadcasting. Production rollout is planned for 2005 and 2006.