SATMODE

A NEW DIMENSION OF INTERACTIVE SATELLITE-BASED TELEVISION

SATMODE is a satellite system for 2-way interactive Television.

SATMODE enables TV viewers to access and respond to interactive content presented on screen.

SATMODE connects individual TV consumers to each other, to their entertainment providers and to other communication infrastructures.

In real time, anytime, all the time. Via satellite.

Major Benefits
- calable addressing for a market of several millions of users per national market
- Availability to all users within the satellite footprint
- Always-on, permanent and instantaneous connectivity
- Minimal costs of terminals and communication
- Enhanced security
- Simple to install

Services
- Transactional (Push or Pull VOD, Music, Betting)
- Personal Communication: Chat, SMS, e-mail
- Tele-Voting, Polls, Play-along, Quiz
- Games: standalone or multiplayer
- Interactive advertising
- Home Shopping
- Personal Data Consultation/banking
- Internet Services

New features
- Enhanced conditional access
- Audience metering
- Statistics gathering
- Hard disk drive content management

Remote Interactivity – The key element needed for the continued growth of satellite digital television

More information: http://telecom.esa.int/satmode

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SEMICONDUCTOR