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Translated from Japanese

## **Oregan Networks' Media Browsing Software Now Serves Telecom Operators**

A service-enabling framework that device manufacturers will be able to tailor to their own needs will work on consumer electronic devices that have broadband connectivity. The product is the result of joint effort by CinemaNow, a leading U.S. supplier of broadband video-on-demand (VOD) content, and Oregan Networks Ltd. of England, a leading provider of embedded software for convergent digital entertainment devices. Oregan Networks, which has offices in Japan, Taiwan, Korea, China and the United States, was announcing the start of the direct-service delivery platform at CES 2006.

In a one-to-one interview with Dempa Shimbun in Oregan's private suite at CES, Milya Timergaleyeva, Marketing Manager explained that the product is "a service delivery platform that can be embedded in low-cost consumer electronics. "The performance, she said, "is equal in quality to the PC experience: There is no delay, and no fuzzy picture." Timergaleyeva said Oregan Networks contributed its Web browser software and its IPTV media client to the platform.

CinemaNow provided the server platform that delivers the content from outside the home. With this arrangement, "The end consumer's device is not tied to a telecommunications infrastructure-based content service. The consumer can just buy a broadband-connected device from a retailer, subscribe to CinemaNow's VOD service, and watch selected content directly," she said.

As with other products from Oregan Networks, the adherence to Universal Plug-and-Play (UPnP) and World Wide Web Consortium (W3C) specifications are critical to the performance and interoperability of the service delivery platform. Additionally, said Timergaleyeva, "We spent a lot of time optimizing the performance for low-cost, low-power chips... The secret in developing a suitable browser for TV rendering is to make the code extremely efficient and compact."

Timergaleyeva also applauded the Philips and Samsung announcement of the CEA-2014 (Web4CE) standard, which will allow consumers to control applications remotely on UPnP devices in a UPnP home network. The standard also will permit consumers to use a remote controller, a keyboard or a touch screen to interact with Internet services through consumer equipment that is connected to the Internet.

Philips and Samsung expect the U.S. Consumer Electronics Association to approve CEA-2014 in February. They intend to propose it to the Digital Living Network Alliance (DLNA) as well.

Discussing the CEA-2014 standard, Timergaleyeva said, "It's what we (Oregan Networks) have been doing from the beginning. The approach we've been taking and the concept we've been marketing is now being standardized."