HbbTV – Benefit from our expertise

Showcases, service prototyping, consulting & application testing, intensive seminars

IRT’s comprehensive background in HbbTV

IRT has been one of the main founders of the HbbTV initiative, and since then plays a key role within the scope of its support to the HbbTV Association. For example, IRT is performing the HbbTV Interoperability Workshops at its premises on behalf of the Association since the very beginning in 2009 and this way significantly contributed to the world-wide success of HbbTV. Besides, IRT actively contributed to all HbbTV standard versions and, thus, is deeply familiar with all aspects of this standard.

From the very first service prototypes in 2008 until the most recent standards features, IRT is constantly pioneering the usage of new HbbTV features.

Within the scope of its HbbTV-related projects, IRT is closely cooperating with device manufacturers as well as with public and commercial broadcasters.

HbbTV 2.0 Showcases

IRT showcased at various events several applications based on the new HbbTV 2.0 standard, like:

- Android apps on a mobile device launching HbbTV apps and videos on the screen of a TV
- HbbTV broadcast apps launching additional information on a tablet
- On demand and live UHD videos and HEVC coding launched by HbbTV Apps
- Playing audio and video streams on a mobile device in sync with a video on the TV screen
- New EBU-TT-D subtitling
- CSS3 animations for making UIs more lively

Showcasing HbbTV 2.0 at the ‘Medientage’ in Munich
Targeted Advertising

Replacing broadcast advertising spots by individual user-targeted ad clips distributed via IP is a topic IRT has a special focus on. IRT has publicly been showcasing prototypes of such application since April, 2016, and is working since then on improving the underlying algorithms on the HbbTV client side.

Showcasing Targeted Advertising at IBC in Amsterdam

How can you benefit from IRT’s expertise?

There are several ways to benefit from IRT’s expertise in HbbTV:

Consulting

IRT is offering individual consulting services for all aspects related to the HbbTV:

− service architecture and implementation
− make best use of the various HbbTV features
− benefit from best practice experiences

Service prototyping

IRT provides support in prototyping innovative HbbTV services and, thus, helps to bridge the gap between new service ideas and practical market introduction.

IRT has a long-standing implementation record of such application prototypes providing the technical insight and practical evaluation options required for successful service deployment.

Showcasing a “Second Screen” prototype

Application testing

IRT maintains at its premises a whole ‘zoo’ of different receivers to test the behaviour of HbbTV applications both on older and on new devices. In the frame of its test services, IRT offers to make use of this huge equipment zoo to test your applications. Further, we support you in localising problems in HbbTV applications, and in fixing them.

Intensive seminars

Since 2010, IRT has conducted numerous HbbTV seminars both in German and English language, and both as open events which can be booked by any interested person and as private sessions for individual companies.

For more information on our seminars, including the latest schedules, please see the separate flyers and our web site at https://www.irt.de/.