

FRONTSTAGE UI

FrontStage User Interface (Frontstage UI) is a modern, innovative graphical user interface that provides a convenient access to interactive video services for various subscriber devices – major mobile platforms (iOS, Android), digital television receivers (STB), Android TV, Apple TV, Smart TV TVs, etc.

FrontStage UI is a result of marketing researches in the field of ergonomics. It is simple, intuitive and allows you to get quick access to any service or content without using any special buttons. The main advantage of **FrontStage UI** is a well thought-out service navigation mechanism, simple and ergonomic, which has no logical dead-ends, which allows to increase the number of services without limit in accordance with Telco requirements. **FrontStage UI** is a software for various devices – applications for STB, iOS, Android and Smart TV, as well as certain principles of interaction with the middleware, usage rules, design requirements.

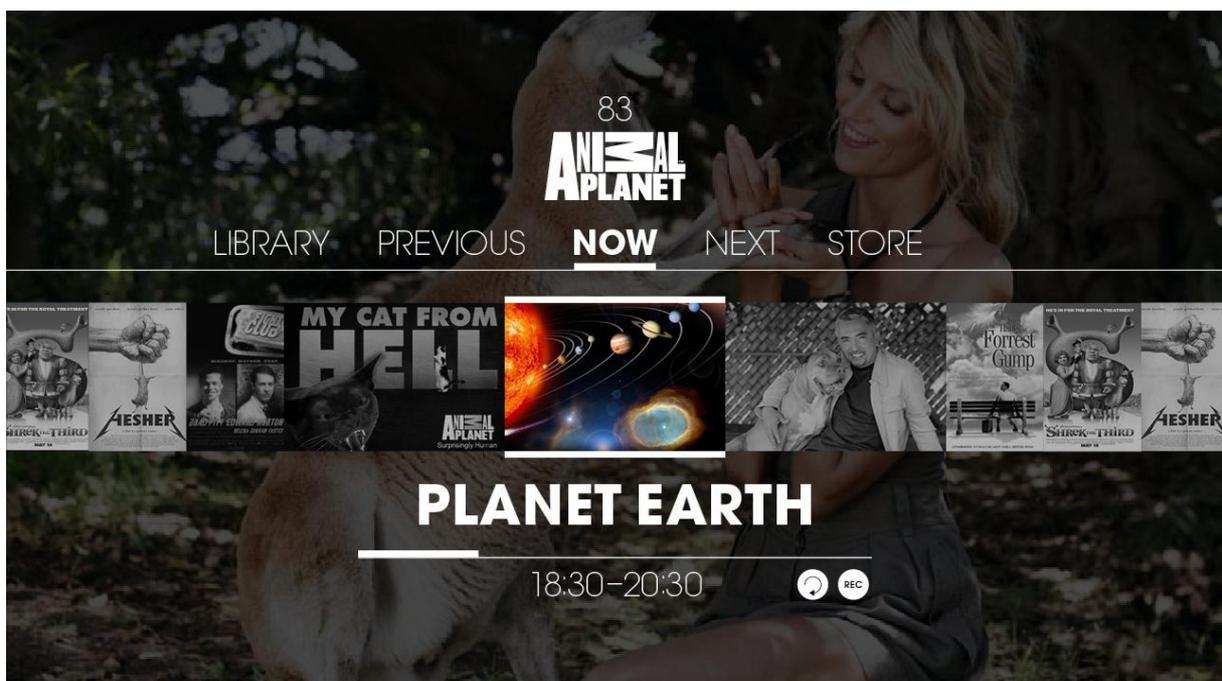


Рис. 1 FrontStage UI application for STB. Now on the channel

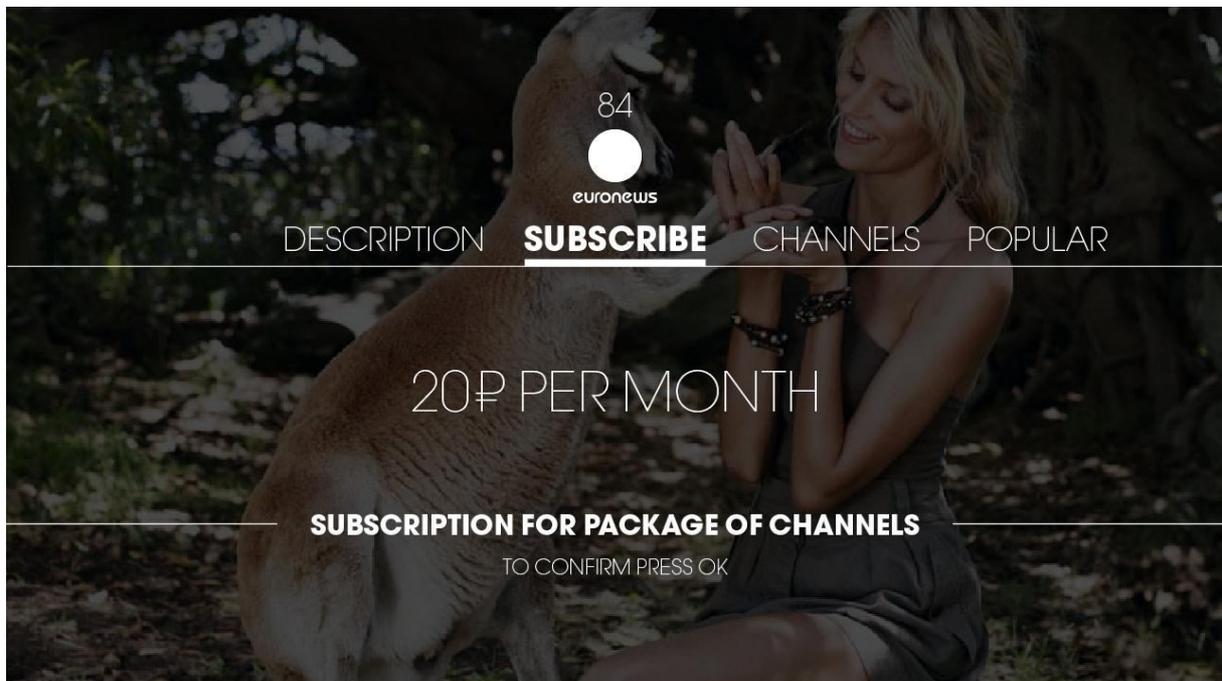


Рис. 2 FrontStage UI application for STB. Subscription

The design of the interface can be customized for the corporate style and special requirements of an interactive video services provider.

Due to the minimization of delays in transitions between interface scenes, the channel switching and the rewinding of records, and the thoughtful use of animation in that transitions, viewers do not notice the pauses in the UI cases. All user commands are started instantly. Used visuals emphasize the action performed and do not bother with prolonged use.

FrontStage UI is localized in 6 languages:

- English;
- Russian;
- Spanish;
- Armenian;
- Kazakh;
- Estonian.

On demand it can be localized to other languages.

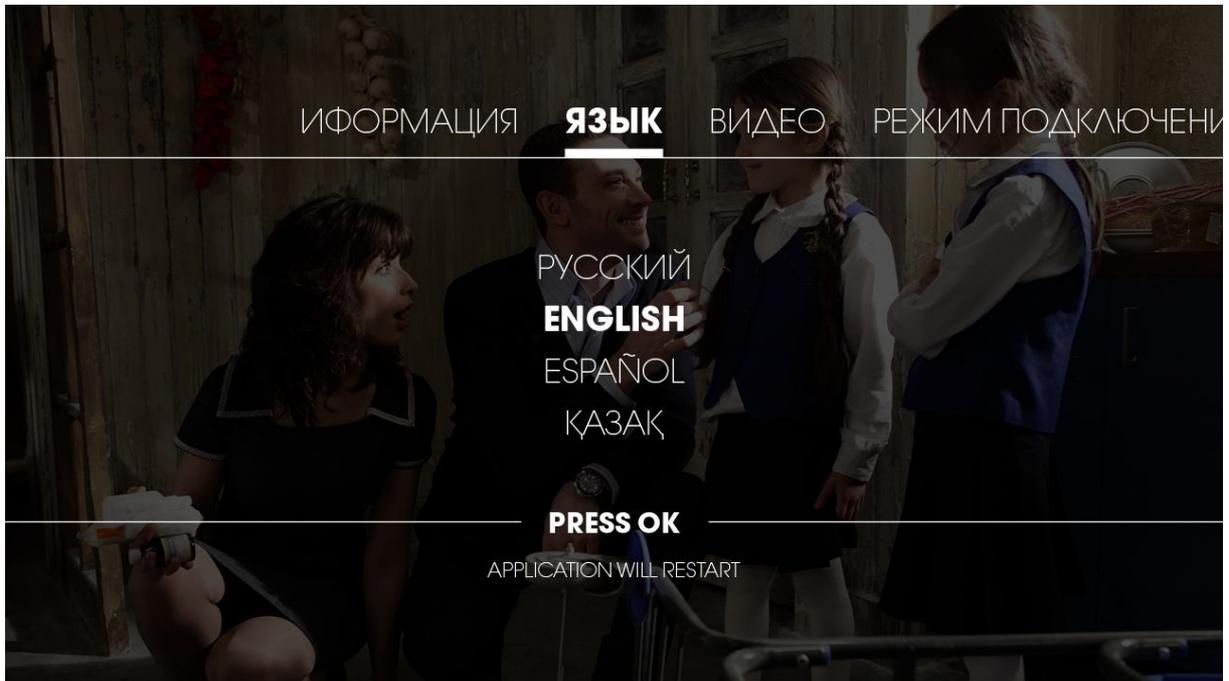


Рис. 3 FrontStage UI application for STB. Russian localization



Рис. 4 Mobile application FrontStage UI. Armenian localization

Using **FrontStage UI**, the subscriber has access to provider’s paid or free services, and also uses the interface functionality for more convenient access to services.

Services	Functionality
LiveTV	EPG
TSTV	Follow-me
PLTV	Enhanced notifications
SO	Search
LXDTV	Self-service
NPVR	Age limits
Tagging	Spending limits
VOD	Socials
SVOD	Advertising
Extras	Recommendations
	Languages

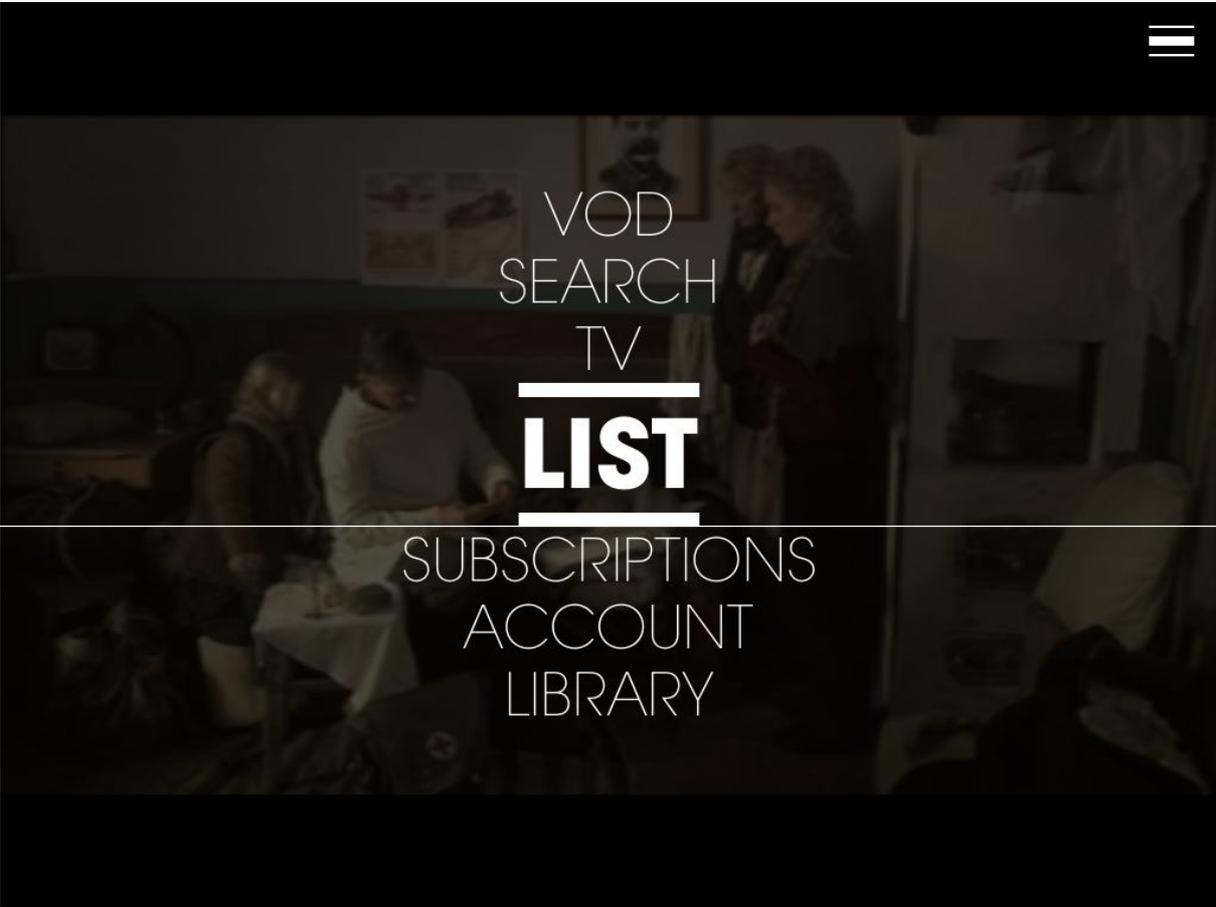


Рис. 5 Mobile application FrontStage UI. Hub

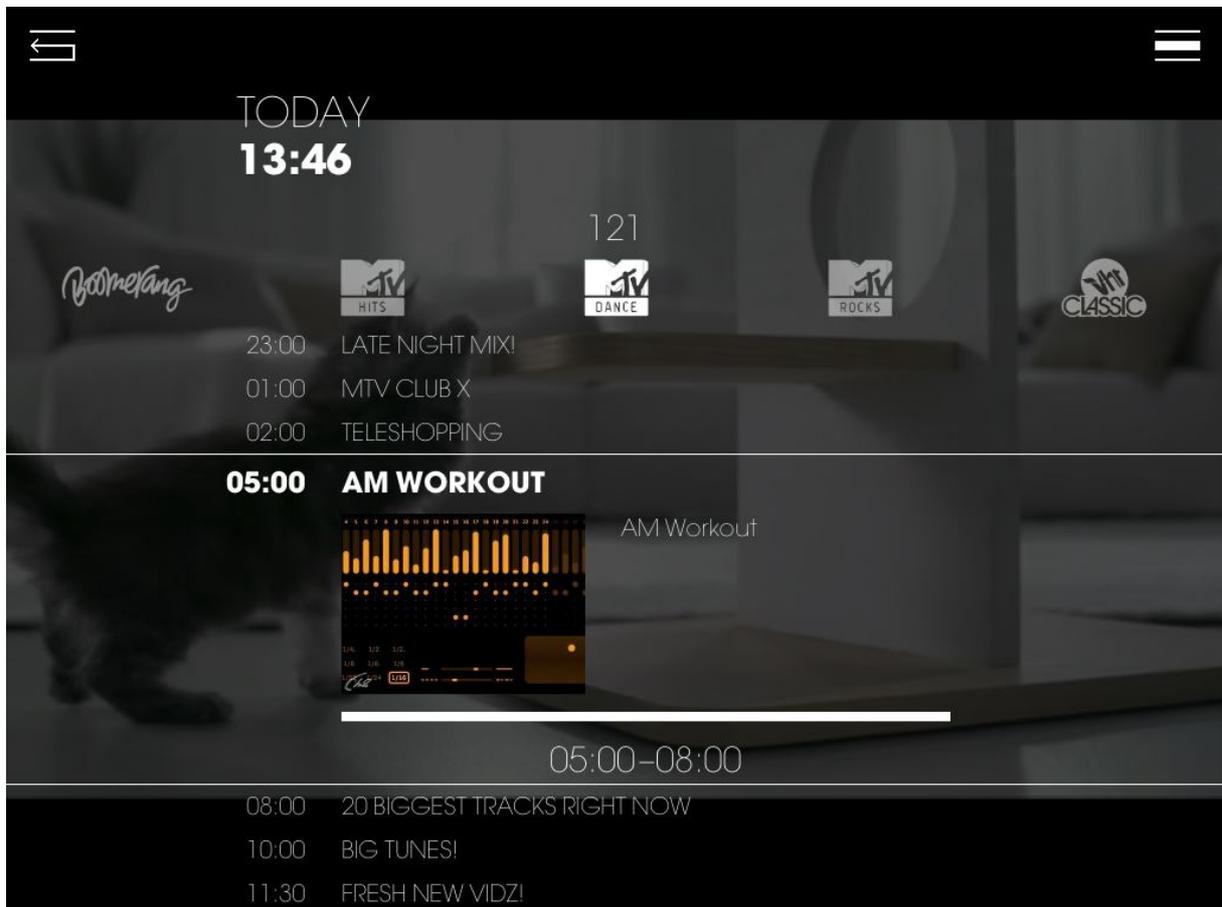


Рис. 6 Mobile application FrontStage UI. Channel

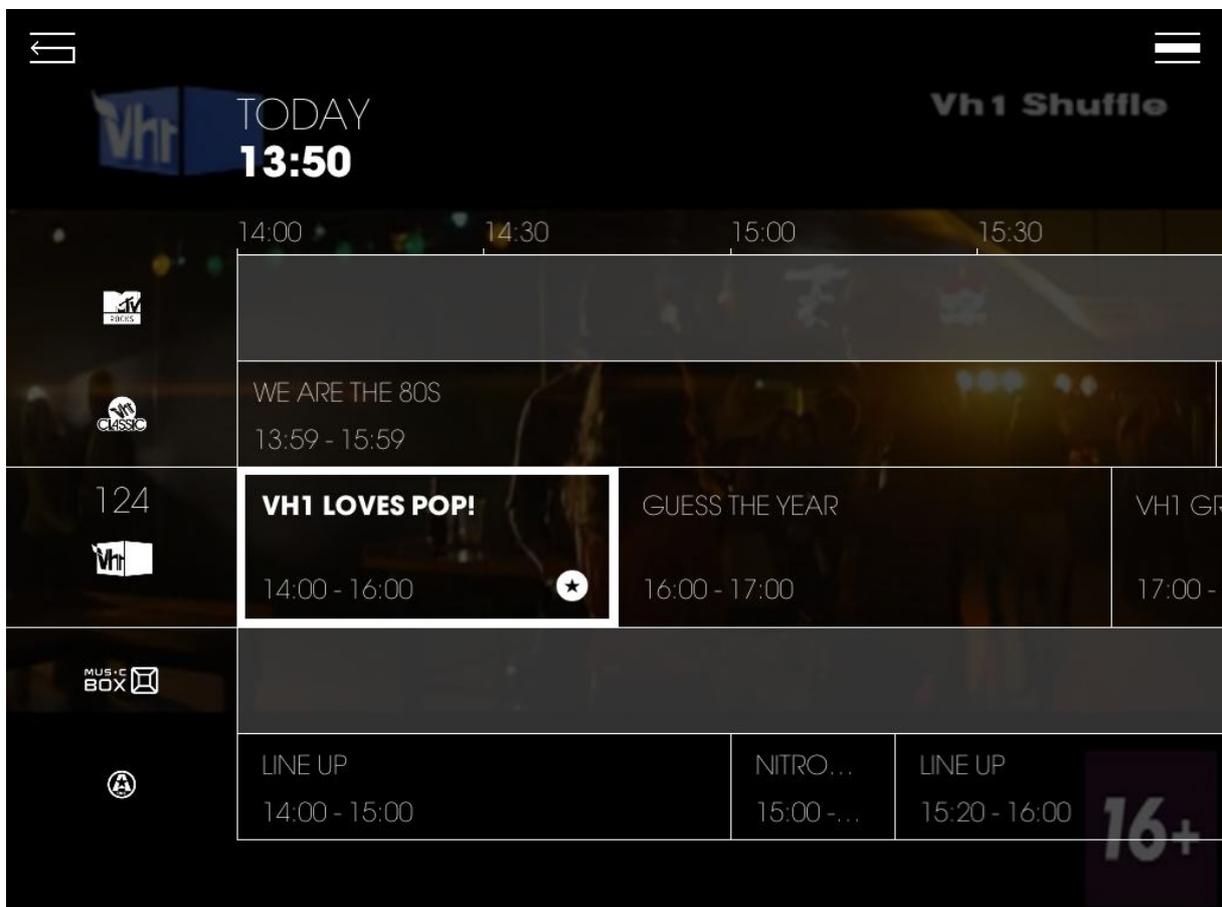


Рис. 7 Mobile application FrontStage UI. EPG



Рис. 8 FrontStage UI application for STB. Parental control

FrontStage UI is designed so that its use is as close as possible to the standard user experience of watching TV. The entire interface is built on top of full-screen video. Call or hide the interface is a single button. Thus, there is no need for the customer to get used to the new operator's services, he starts using it right away, gradually mastering new services and functions.

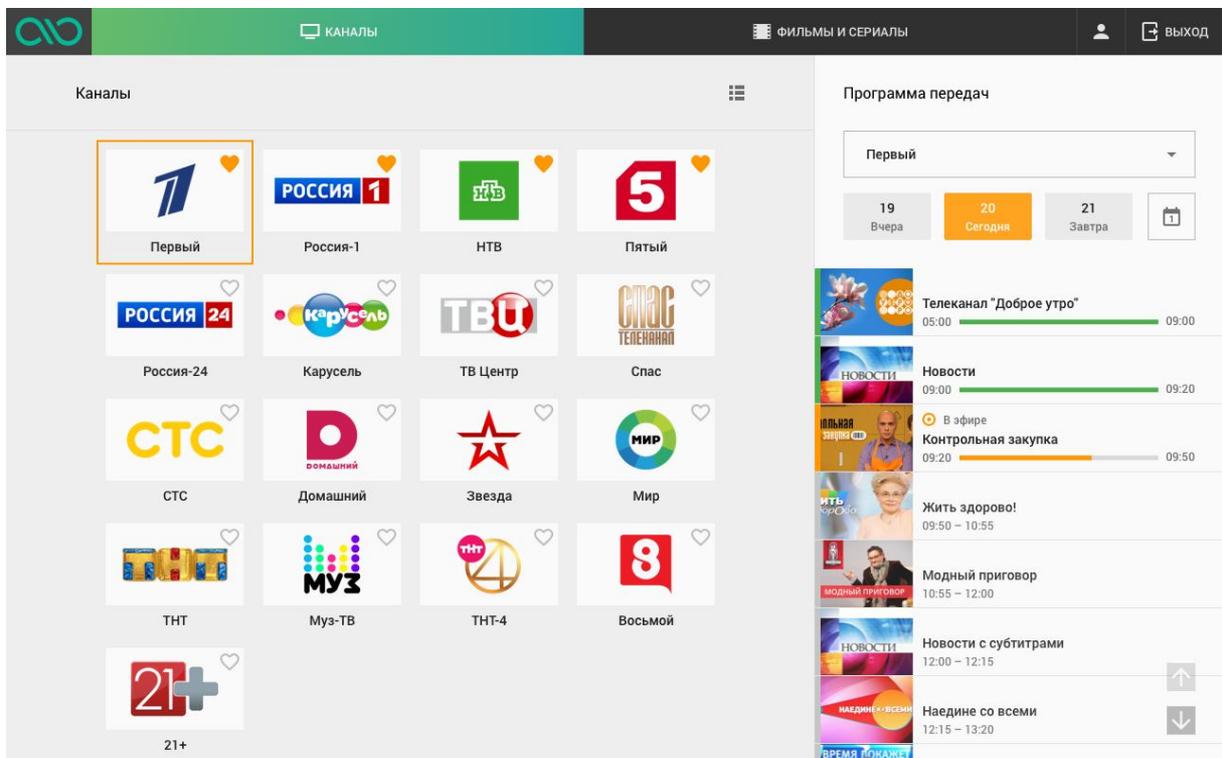


Рис. 9 Web application FrontStage UI. Russian localization

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