

MULTICHANNEL SOCIAL NETWORKING

In the past few years, Web 2.0 services have attracted a growing number of users, by constantly draining the “old Web” sites. Forums, chats, communities – even those who made the history of Internet – gave way to new “virtual squares”, the so called social networking sites. In order to make their offer competitive, companies operating in the telco, media and broadcasting sector, have to integrate 2.0 services into their user channels: Web Community, Mobile Telephony and Interactive TV.

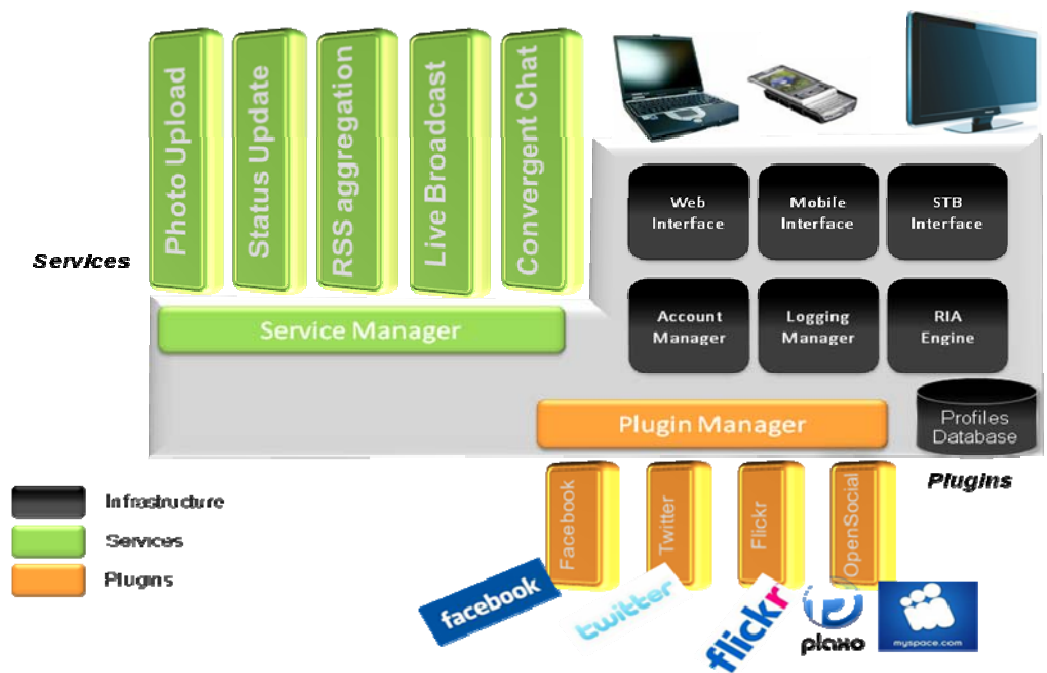
Live Reply developed strong skills for the integration of the most popular Web services and supports clients in the creation of meta-communities, able to offer integrated services based on 2.0 content mash-up, available on Web, Mobile and Interactive TV channels.

SCENARIO

The impact of modern 2.0 services is surely not restricted to Internet on Web, but it extends to Mobile channels and TV. The fact that these services are free of charge, offer huge content availability, interactivity and socialization tools, make them very attractive to the new generations, who often tend to prefer them over the multimedia product or the traditional TV.

THE SOLUTION ARCHITECTURE

The services (in green in the picture) developed by Live Reply are plugged into a common platform. In order to access social networks, they avail themselves of plug-ins (in orange). Plug-ins implement the communication protocol and the user session management.



SCALABILITY

The platform is built on Java Enterprise Edition architecture, with EJB3 technology. In virtue of its distributed architecture, it may be easily adapted to different traffic and service requirements.

THE SERVICES

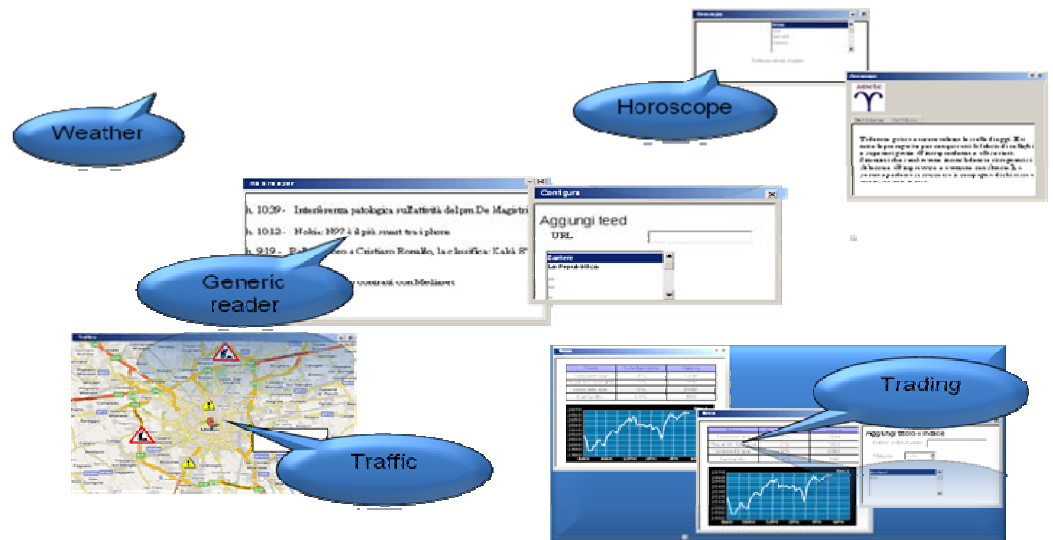
PHOTO UPLOAD AND NAVIGATION FROM TV

The user takes a photo with his/her own Mobile device or PC and publishes it directly on social networking websites (for example Flickr or Facebook). If it originates from a Mobile device, the photo may be automatically tagged with the geographic information recovered from the Cell ID or the GPS signal. The integration with other communities and distribution channels is then managed in order to make the content available via Web, Mobile and TV. Through the TV interface, it is possible to browse the user's albums and his/her contacts.



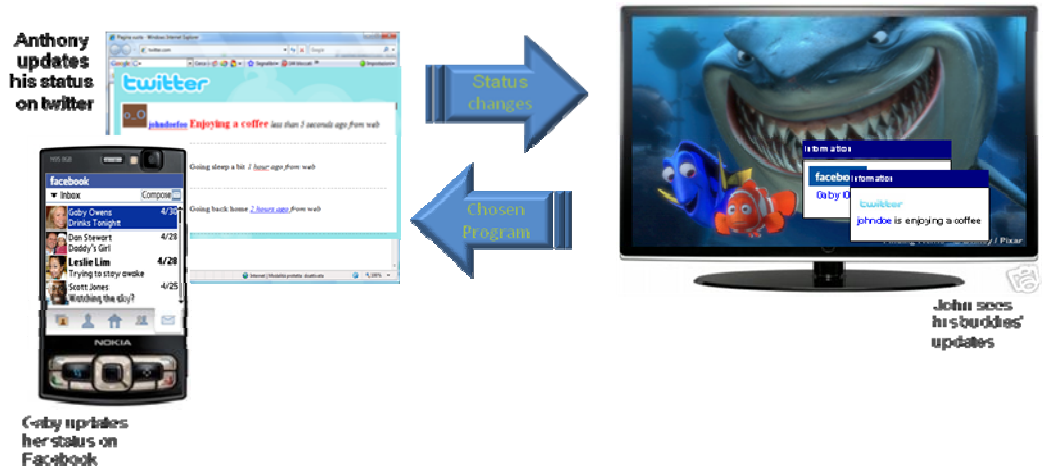
STATUS UPDATE

The user notifies status changes through micro-blogging platforms like Facebook and Twitter, or simply by moving with his cell phone which notifies its geographic position. The information is then propagated towards the social networking platforms, thus integrating the TV channel. In particular, the user may communicate, through the social networking platforms, which program or channel he is watching and monitor the status of his/her contacts while watching TV.



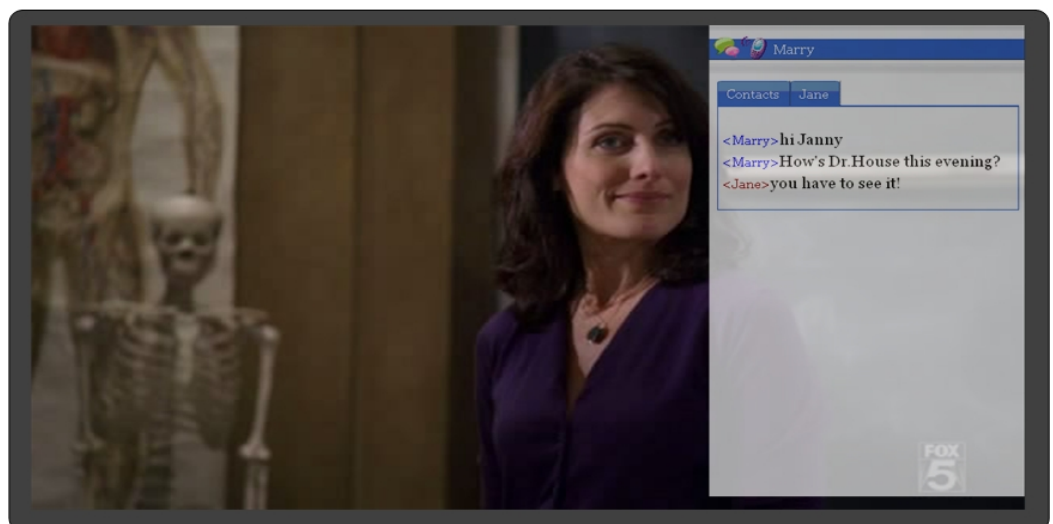
RSS AGGREGATION

The user may visualize an RSS feed aggregation of his choice on TV (through GUI) or on Mobile (through periodic MMS). Feeds are visualized in text modality or with ad hoc gadgets (for weather forecast, horoscope, etc). The RSS aggregation may be standalone or aligned with existing aggregations (for example Google Reader).



CHAT ON IP-TV

The user may participate to a chat with his/her Mobile Device while watching television. He/she may visualize the chat interface superimposed on the TV program, as well as monitor his/her contact status and follow conversations. Moreover, by pressing a button on the remote control, the user may write inside the status message (i.e. the short message that his/her contacts see next to his/her username and the presence information in the contact window) which program and channel he/she is watching.



REPLY VALUE

Live Reply developed strong skills for the integration of the most popular Web Services, like Facebook, Flickr, Twitter, YouTube, MySpace, etc... .

Live Reply supports companies during the creation of meta-communities able to offer integrated services with 2.0 contents, available on **Web**, **Mobile** and Interactive **TV** channels. In particular: Photo & Video Upload, Status Update, RSS Aggregation, Convergent Chat, Live Broadcast. Moreover, Live Reply provides the tools for the rapid development of new multi-channel mash-ups.



Live Reply is the Reply group company dedicated to advanced services and digital contents for Mobile, Web and TV. Live Reply satisfies the requirements of Telecommunication and Media Company Operators to create a new generation of services able to leverage the conversion between media, the potentialities of the new consumer electronics and the ever-growing possibilities of customizing the “user experience” offered by the network.

In particular, Live Reply is specialized in the planning, development and distribution of services and contents on Mobile and TV, in defining Community and Entertainment services for Web, Mobile and TV, and in developing advanced applications for Mobile Devices and Set-Top-Box.

Live Reply
www.reply.eu