SoftAtHome Launches Application Store for Service Providers

homestore combined with New TV navigation paradigm previewed at IPTV World Forum 2010 in London Booth #139

London – IPTV World Forum 2010 – March 23, 2010 - SoftAtHome, a software provider of home operating platforms that help Service Providers deliver innovative and convergent applications for the Digital Home, announced today that it is launching homestore, an application store targeted at Service Providers and Telecom Operators, offering a new approach on presenting and delivering 3rd party applications and new services for the Digital Home. The solution will be on display at IPTV World Forum 2010 in London.

Innovating to differentiate and accelerate time to market of new services while, at the same time, optimizing their existing services, is the cornerstone of the strategy of most Service Providers and Telecom Operators today. In order to help them address those challenges SoftAtHome currently develops and markets the SoftAtHome Operating Platform along with an open SDK and a developer zone.

homestore is the last missing piece to deliver a complete end-to-end solution between 3rd party application developers and Service Providers. Using homestore, Service Providers can generate additional revenue by enabling end users to select the services and 3rd party applications of their choice, purchase them and download them on their devices. SoftAtHome has developed the necessary TV navigation paradigm and the underlying technologies to make it seamless for end users and Service Providers alike. The solution is available for TV services and SoftAtHome is working on a solution for Home Gateways (HGW) applications.

To transform the Set Top Box (STB) into a complete application delivery platform, SoftAtHome has also developed a new navigation paradigm that is optimized for applications and services delivered over the top (OTT). The new user experience aims at facilitating the navigation into the broad variety of new services and accommodating the growing needs of the Net generation who can enjoy OTT services including free browsing, Free-To-Air channels, content sharing, Internet TV, games or social services made available through their Services Providers and Telecom Operators.

SoftAtHome enables Services Providers to rapidly deploy an application store for TV while controlling and monetizing applications sold to end users. They can leverage SoftAtHome's existing 3rd party developer community and benefit from fully tested applications and manage their own developer community. The solution is made of an application catalog operated by SoftAtHome, an application manager that handles the life cycle of applications on the STB and a front store on TV. The solution is ready for deployment on any STB running the SoftAtHome Operating Platform, either over the top or in a fully managed network.

"Service Providers and Telecom Operators need to foster innovation through 3rd party application developers to bring new and innovative services to market rapidly", says Michel Degland, CEO of SoftAtHome. "homestore combined with our new navigation paradigm running on the SoftAtHome Operating Platform, offers operators across the world, a complete solution to leverage the 3rd party developer community and deliver new applications to their end users, while generating additional revenue."

About SoftAtHome

SoftAtHome is a software company created by Orange, Technicolor and Sagemcom to deliver total convergence through an operating platform for the home digital environment. It fosters a new ecosystem made up of service providers, 3rd party application developers, integrators and hardware vendors to accelerate the advent of the Digital Home. The company is headquartered in France with development and sales teams in France and Belgium. For more information, visit us at www.softathome.com

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