

METROLOGICAL at ANGA COM 2014:

First 'Live' European Demonstration of Metrological's Latest TV App Framework

May 16th 2014, Rotterdam, Netherlands - [Metrological](#), specialists in providing a TV app store framework and app content publishing platform, today announced that it will demonstrate the latest version of its TV app store framework that supports both RDK (Reference Design Kit) and HTML 5.0 at next week's ANGA COM. The company will showcase the recently released Version 3.0 of its cloud based app framework, which enables operators to generate new revenue streams and improve the viewing experience by launching their own branded TV and multi-screen app stores. Delivered as a managed service which is device and software agnostic, the framework has already been deployed by leading cable operator, Liberty Global in five countries.

Visitors will see live demonstrations of Metrological's innovative TV app store framework supporting both full screen and overlay display apps. This enables content providers to integrate social media and red button functionality within the TV experience, so that live voting, sing-along and play-along content can run side-by-side Live TV broadcasts.

Metrological offers over 150 pre-packaged apps that operators can publish in their branded TV app store running on the Metrological application framework. Metrological also provides an open SDK which enables operators and content service providers to develop their own apps to prevent vendor lock-in.

Metrological provides the TV app store framework, app content and the SDK as a managed service including a full 'one-stop-shop' service for operators, handling app store deployment and UI customization, platform hosting, lifecycle management, quality service assurance and legal content management.

Jeroen Ghijsen, CEO of Metrological comments: "This is, in effect, an 'out-of-the-box' solution, which means that operators can quickly capitalise on the opportunities to deliver hybrid content to customers. As the TV viewing experience evolves to meet viewers demands to browse, search or interact with others, this solution provides a smart way for operators to integrate OTT with broadcast content without leading viewers away from their primary TV screens."

Metrological will be exhibiting at Stand 10.1 T38

About Metrological

Headquartered in the Netherlands, Metrological delivers a TV app store framework, app content publishing platform and open SDK that enables operators to launch their own branded TV and multi-screen app stores to increase ARPU, reduce churn and enhance the viewer experience. Delivered as a managed service that includes platform deployment together with application maintenance and support, lifecycle management, service assurance, app content aggregation and legal content management, the platform is both device and software agnostic. The platform is already in deployment by MSO's such as Liberty Global and includes more than 150 pre-packaged apps for TV and multi-screen deployment.

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