

Beesmart empowers the uniqueness of every operator by providing a TV platform along with the tools for extensive upgrades and prompt customizations in a cost-effective manner.



## Beesmart Kit SDK and Open API

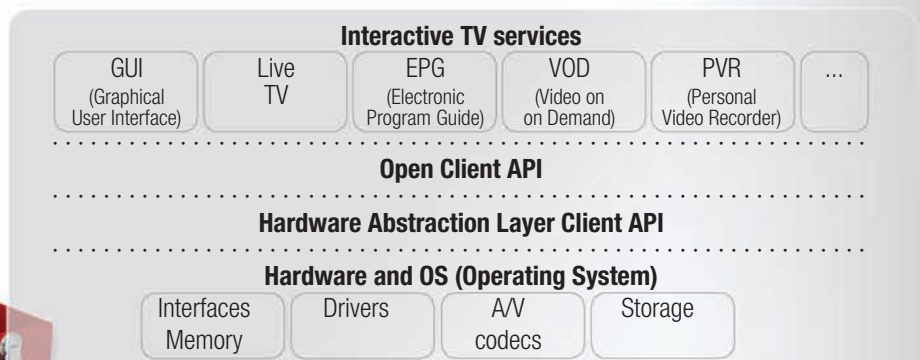
Choose Beesmart to accelerate your growth. Beesmart provides an open application platform enabling you to customize your TV services and offer interactive TV services on various client devices.

Beesmart Kit allows you to be the one determining every detail of your TV services. It enables you to create an entirely new look for the devices of your choice.

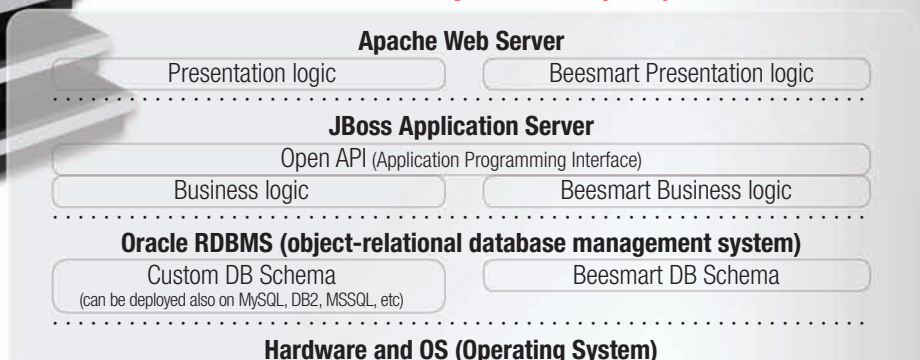
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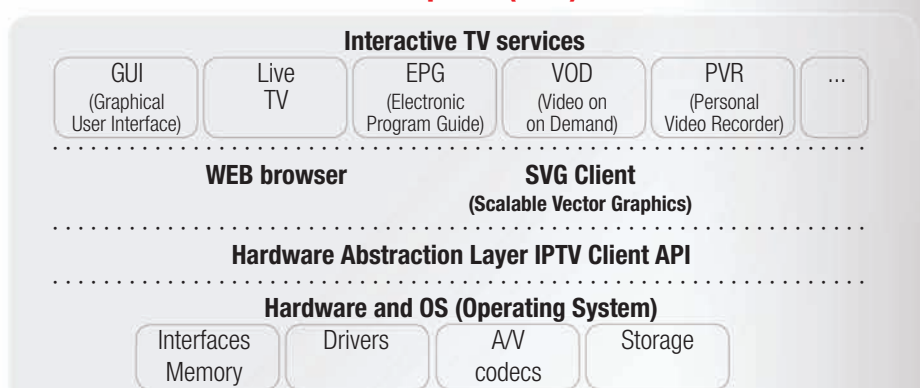
### Multimedia Gateway, PC, Mobile Phone



### Service Delivery Platform (SDP)



### Set-top box (STB)



## Beesmart SDK

gives interactive TV service developers **access to all levels** of Beesmart middleware. By using the latest J2EE and SVG technology, with support for EJB3 and SOAP web services, the Beesmart SDK is a powerful tool for developing applications on top of the existing Beesmart platform. You are also able to **expand your TV services quickly and efficiently** by integrating popular Internet services and social networks, and by introducing applications for advertising, TV shopping or TV voting, to name only a few. Newly developed applications can be offered in BeeStore, where they are available to your subscribers either for free or for purchase. Moreover, you have the possibility to extend existing Beesmart middleware interfaces and develop support for your specific billing, provisioning, VOIP, prepaid, VOD, or CRM systems.

## Beesmart Open API

enables development of interactive TV features for different client devices, such as **smart phones, tablets, PCs, Smart TVs, and STBs**. Client-oriented services with fast response cache are REST-based and allow you to extend the existing documented API methods. Security is guaranteed by using SSL and OAuth mechanisms. Developed applications and modules can use several relational databases, while dynamic implementation concept enables application administration through **Beesmart Admin Portal**.

## Beesmart Development program

rapidly **extends your services portfolio** by sharing and exchanging newly developed applications with other **Beesmart Community** members and developers. You will be granted access to examples of widgets. By providing you with all necessary **tools, training courses and documentation**, we help you to reach your potential and goals. We strongly believe in what we do and we would like you to be part of Beesmart Community.



## → Beesmart Kit enables you to:

- Create new administration modules and web services
- Design and deploy new client applications
- Extend current applications like RSS, Weather or Twitter widgets
- Integrate third party systems and applications
- Connect and manage various relational databases
- Modify the existing look or create new skins to give the platform a new feel
- Upgrade and modify existing Beesmart modules and services
- Design an entirely new client Graphical User Interface
- Support any of your clients' devices
- ... and more

