Beenius
TAKE ADVANTAGE

Beesmart
Interactive TV Middleware

Beesmart is an open and flexible Interactive TV platform for advanced TV services:

- Best-in-market customization, implementation, and support services
- Suitable for multiservice environments - **IPTV**, **OTT** and Hybrid Cable
- Provides Multiscreen support and Social TV integration

Aligned with your market requirements
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. Through a powerful Beesmart SDK and Open API you can quickly and efficiently expand your product range and services, such as develop your own TV widgets and client applications for various user devices.

Social TV growth accelerator
Beesmart accelerates your growth by expanding your subscriber base and increasing your market share. BeeSocial TV integrates the social networks of your subscribers, extending the reach of your message across social media.

Beenius Support Center
Beenius team guarantees strong support to ensure smooth deployment and profitable realization of your TV service. The Beenius team today encompasses over 40 experts in the TV services development field who are devoted to reliably supporting all our customers and partners.

Product portfolio

Beesmart
(Interactive TV middleware)

Beesmart Kit
(Tools with Open API and SDK)

Beenius Academy
(Training Courses and Certification Programs)

Beesmart
ensures your profitable solution

Multiscreen support
Enables Interactive TV on smartphones, tablets, smart TVs, PCs, and STBs. The operator is able to offer its end-users the comfort of choosing the device they like most at the particular moment. Payable content is available for purchase on portable devices as well, thus the operator has more options for generating revenue. End-users can also control their Interactive TV settings, manage recordings or start playout from any device.

BeeSocial TV
Subscribers can stay connected even when enjoying interactive TV. They are able to share on social networks (Facebook and Twitter) that they're watching a particular show, as well as chat and tweet about a current show directly from their tablets. The features increase user satisfaction, boost loyalty to the operator and reduce churn rates. Operators benefit from additional possibilities to advertise their service (i.e. discreet ads in posts and tweets) and from supplementary promotion of payable show-related services and products (VOD content, content-related items, books, etc).

BeeStore
Operators are able to offer attractive free or payable TV widgets to end-users. It is an effective way for operators to increase their revenue.

Targeted Advertising
Ensures additional revenue for the operator through the selling of advertisement space. Ads appear in the form of video clips or as pop-ups. Ads are sent only to users selected according to their interests. Several target audiences, various content and different time slots can be defined for each ad.

Pay-as-you-grow
The pay-as-you-grow pricing model allows intelligent and safe investment decisions for TV operators and delivers high value in TV services business. It allows Beenius's customers and partners to optimally finance their development of services at a pace and price they can afford.

Supported clients & second screen devices
Android STB
Linux Ekioh STB
Samsung Smart TV
iOS tablet (iPad)
iOS smartphone (iPhone)
Android tablet
Android smartphone
Web portal

NEW
Android STB supported
TV users can now enjoy TV services with Beesmart technology on Android set-top boxes. Android STB client allows TV operators a more cost-effective and user friendly TV service. Users can access all applications available for Android platform and enjoy the Connected TV experience.

NEW
Samsung Smart TV supported
Subscribers with new models of Samsung Smart TVs won't need STB devices anymore. Beesmart client is now available as an application on Samsung Smart TVs via Smart Hub. Smart TV client offers all advantages from Beesmart. Application is currently supported on Samsung Smart TV and comes with the new GUI (Chameleon).

NEW
Chameleon
Beenius introduces Chameleon, the newly designed user interface, which is a visually appealing and user-friendly GUI, suitable for modern and stylish TV subscribers. In addition to improved look and feel, Chameleon introduces the new admin functionality BeeTheme Editor for prompt and easy customizations in the hands of TV operators. Just as a chameleon in nature changes its appearance, Beesmart's Chameleon enables you to change appearances on a Linux Ekioh STB through the new easy admin customization of colors, fonts, icons, and pictures. You can now make your own flavor!

→ **Features**
Admin Interface
Multi-language Interface
Linear TV support
VOD - Video on Demand
EPG - matrix, column, or info bar
VoIP
AOD - Audio on Demand
Client PVR (Pause & Resume, Instant Recording, Program Recording)
Network PVR (Pause & Resume, Instant Recording, Program Recording)
Timeshift & Start Over (Network PVR only)
Content packaging/bundling system
Content search system
Context sensitive help
EAS - Emergency Alert System Support
Multiple Operators (Wholesale support)
Home Multimedia
Instant Messaging
Local Autonomy
Mosaic
Multimedia Sharing
Multiple Audio sources support
Multiple Subtitles support
NVOD
Parental Control
Pay TV & Pay Per View
Picture-in-Picture
Prepaid TV
Promotion Screen
Radio Stations
Recommendation System
Recording of Series
Targeted Advertising
Teletext support
TV promotions
User Statistics
View Bill
Web Portal
Open API
SDK
BeeStore
Game interface
RSS
Twitter
Post-to-Facebook
Weather
Web Access
Web Link
What's On
World Time
Skin Customization
Streaming - unicast - HLS
Streaming - DVB
Encryption Interface - DRM/CAS
Hospitality features - Advanced set
Hospitality Bouquet

→ **Technology Partners**
Streaming - Anevia , Appear TV, Arris Motorola, Dveo, Envivio, Harmonic, Motama, RGB Networks, Teracue, Wowza;

STB - Albis technologies, Amino, Antik technology, Arris Motorola, Dune HD, Gigabyte, HubTech, Kathrein TechnoTrend, Sunniwell, Vestel, Zenterio, ZyXEL;

VOD/CDN - Anevia, Antik technology, Arris Motorola, DVEO, Edgecast, Edgeware, Espial, Medianova, Wowza;

Technology - Accedo, Google Play (app for Android), App Store (app for iOS), Ekioh, HP, IBM, Icareus, Gurucue, NXP Software, Oracle;

CAS/DRM - Arris Motorola, Verimatrix;

BSS/OSS – NETvisor, InterAdria.

For the most recent compatibility list with specifications please contact your Beenius sales representative.

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