BROADVISION

Your personal IPTV/OTT business advisor

DEVELOPING A MOBILE APP:
NINE STEPS TO SUCCESS

FROM CONCEPT TO DEVELOPMENT TO MARKETING, BROADVISION EXPERTS TELL YOU HOW TO CREATE AN EFFECTIVE BUSINESS TOOL.

REVIEWS AND FORECASTS

DIALOGS

PROJECTS

UPCOMING EVENTS

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Igor Oklander
Infomir Marketing
Director

We're pleased to bring you the eighth edition of *BROADVISION*. For the past two years, this project has become an integral part of life for the marketing team of the Infomir group of companies. We continue to share the latest developments in the IPTV/OTT sphere, providing you with information about our successful projects and informing you about new technologies and trends.

In this, the final issue of 2018, we'd like to thank our partners for their inspiring success stories, our colleagues for advice and support, and, of course, we're grateful to our readers for having been with us the entire time. Our subscribership is growing, which is a great indication that we're on the right track. A nice bonus for the magazine team was that we found ourselves in top place among the best corporate media teams in Ukraine. This is a significant accomplishment for our fledgling project, and I am grateful to every member of our excellent team for their outstanding work and contribution to the achievement of such an exciting result.

In 2019, we plan to publish even more interesting reviews, as well as detailed analytics, current forecasts, and interviews. The magazine team is already busy preparing more exciting content for you. *BROADVISION* is your personal IPTV/OTT business adviser.

Igor Oklander
BROADVISION Project Manager

Q1

Q2

Q3

Q4

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YEAR IN REVIEW
2018

BROADVISION experts discuss IPTV/OTT trends and key Infomir achievements.

Author: Anna Novikova

The pay-TV market is changing before our eyes. The development of broadband networks and the evolution of audience preferences have resulted in IPTV and OTT services replacing traditional TV.

Modern subscribers are attracted by access to video on demand, ease of content selection, multi-screen viewing, and enhanced image and sound quality.
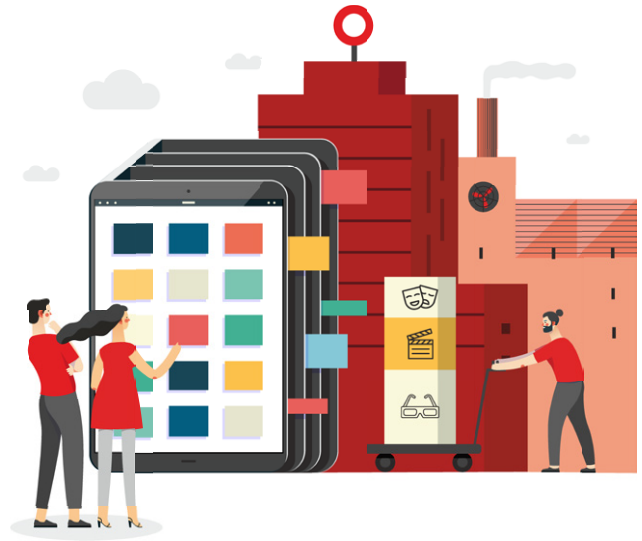
BROADVISION experts have identified the upcoming IPTV/OTT trends for the next few years:

4K Resolution

In 2019, viewers are no longer impressed by 1080p: more and more, 4K-enabled content and devices are being offered on the market. The price of full HD and UHD set-top boxes are almost equivalent, and IPTV/OTT operators are launching projects based on more modern devices.

Multi-screen

The future belongs to multi-screen: the number of users whose main device is a smartphone or tablet has tripled since 2010. In the USA alone, 33% of OTT viewers use three or more devices for viewing.

Video on Demand

The popularity of video on demand is growing. According to the latest Ericsson ConsumerLab TV and Media report, by 2020, VoD will account for 40% of video views. According to Cisco, in 2021, the monthly volume of VoD traffic will be equivalent to 7 billion DVDs.

VR and Voice Control

One third of subscribers are sure that in the next five years they will be watching video content in virtual reality and will have voice control of their devices. Twenty percent of users will completely abandon linear TV in favour of video on demand in the same period.

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Viewers have difficulty choosing content. Users spend up to an hour every day doing this, and a quarter of them are ready to invest in expensive subscription plans with personalised recommendations. In response to this, global streaming services now offer viewer-preference-based content.

Despite the fact that trends are set by global OTT services, small companies continue to occupy a significant market share. In addition to films and TV shows, audiences are interested in niche and local television, which are only offered by local operators. For this reason, 75% of households combine OTT, IPTV, cable, and satellite subscriptions.

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LAST YEAR'S RESULTS FOR INFOMIR

For Infomir, 2018 was a year of innovation and achievement. Set-top boxes, sound amplification, and smart lighting—the company developed products in each of these spheres and set out in new directions. The authors of *BROADVISION* summarise Infomir's achievements below.

MAG

Infomir launched mass production of four new set-top boxes: MAG322, MAG349, MAG351, and MAG410.

Ministra TV platform

Infomir initiated the sale of License Keys. These enable TV operators to provide services on Apple TV, Tizen, WebOS, Roku devices, Android and iOS mobile devices, and even third-party Android set-top boxes.

The company released Ministra TV platform 5.5 — an even more advanced tool for IPTV/OTT operators. This version has a significantly updated user interface and an improved Administrative panel.

Jooby Lighting

Infomir launched production of Jooby Avenue smart luminaires. These devices are controlled by the Smart Street Lighting system, which can control not only the lighting, but the smart city as a whole. This solution is being developed by Infomir's Swiss office, which also opened in 2018.

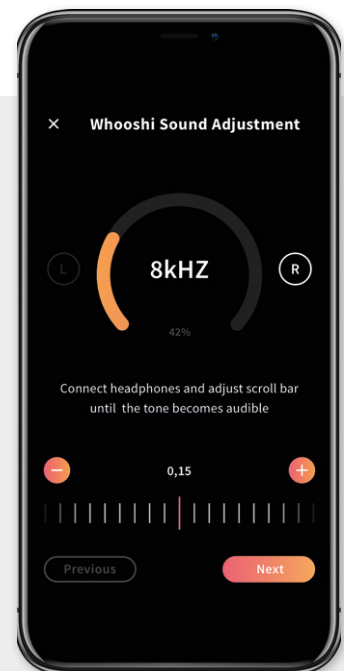Harmonious lighting to every space in the world

During the year, the Jooby team implemented more than twenty successful projects, among them thermal power plants, parks, streets, and even a 288-metre bridge.

"

The **Jooby team** won the grand prize at LED Expo 2018 in Kyiv for its lighting reconstruction project for the Pavlohrad Bridge in the category of smart eco-lighting using solar and wind energy.

Whooshi, Infomir's start-up

Whooshi is a portable audio amplifier that easily transforms your favourite wired headphones into wireless ones. The project raised more than $30,000 on Kickstarter. The Whooshi team's participation in CES 2019 is covered in the article *Infomir at CES 2019: the sound personalisation secret*.

&

Whooshi Sound Adjustment

8kHZ

42%

Connect headphones and adjust scroll bar until the tone becomes audible

0,15

Previous   Next

Media

In 2018, Infomir participated in six telecommunications exhibitions: CABSAT, Andina Link, the NAB Show Las Vegas, ANGA COM, IBC, and the NAB Show New York.

BROADVISION magazine was included in a list of the best corporate media in Ukraine.

We're pleased with the accomplishments we've had in the last year, but the company doesn't plan on stopping. Infomir has new products, achievements, and projects in the works. *BROADVISION*'s authors believe that the company's 2019 results will prove to be even more impressive.

MAG500Ⓐ

Flagship Android TV™ device

with Google Assistant, Google Play Store and Chromecast built-in

4K and HEVC support

Quad-core ARM Cortex-A53 CPU

16 GB eMMC

2 GB RAM

Voice-controlled remote

Android™ 9.0

**Dual-band Wi-Fi (2.4 and 5 GHz)**

Qubic design

Meet a high-performance Android TV media player supporting 4K 60 fps playback, HDR, HEVC, and eight-channel Dolby Digital Plus™ sound.

The device features Integrated Widevine L1 and Microsoft PlayReady SL2000 DRM systems, Wi-Fi and Ethernet connectivity for accessing the internet, and 16 GB of internal storage for additional apps.

With MAG500A, even local providers can offer top of the line user experience complete with a catalog of over 7,000 apps and games, advanced voice control, and personalized recommendations.
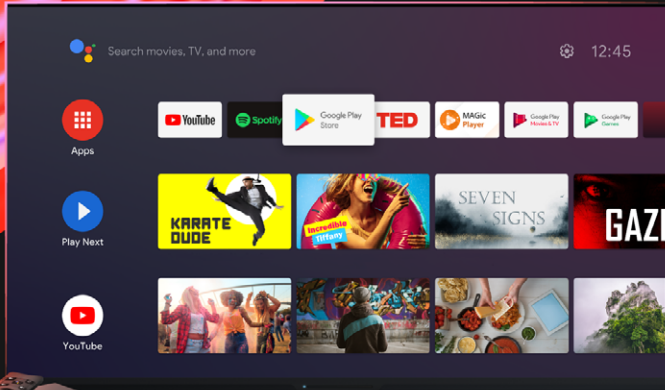
Android TV capabilities

Android TV offers a better user experience, integrated Google services, a modern launcher, voice-controlled remote, personalized recommendations, and an app store.

Google Assistant

The voice assistant that controls playback, finds answers to your questions, fetches weather forecasts, looks up content across all apps, and finds channels, films, and TV shows on your users' favorite subscription services. All easily accessible with just a push of a button on the included voice-enabled Bluetooth remote.

Widevine L1 and Microsoft PlayReady SL2000

Widevine L1 and Microsoft PlayReady SL2000 DRM systems enable operators to protect their content and have an easier time negotiating with copyright holders.

Learn more

MAG5000

INFOMIR AT CES 2019:
THE SOUND PERSONALISATION SECRET

Whooshi is a hi-fi amplifier with sound personalisation. How Infomir's new start-up was received at the world's largest consumer electronics exhibition.

Author: Kristina Florya

From January 8-11, the largest international consumer electronics exhibition, CES 2019, was held in Las Vegas. The event was once again a platform for the many innovators who participated as exhibitors, speakers, sponsors, or visitors.

Both technology giants and innovative start-ups who came to showcase their latest developments took part in the four-day event.

At CES, manufacturers, developers, and suppliers are able to connect with buyers, partners, investors, and like-minded people. Exhibitors demonstrate technologies here with world-changing potential: drones, audio and transport systems, security solutions, smart home applications, virtual reality devices, and 3D printing solutions.

CES attracts the top specialists from more than 150 countries: management from Fortune 500 companies, manufacturers, retailers, acquisition managers, content creators, and entertainment reps.

Infomir at CES 2019

The Infomir team arrived at CES 2019 with a new product—Whooshi, a portable hi-fi headphone amplifier. The device's central feature is sound personalisation.

Whooshi is a portable hi-fi audio amplifier with Bluetooth 5.0. The device transforms any pair of headphones into a wireless device.

The Whooshi app for iOS and Android creates personal audio profiles for listeners and adapts the sound to their individual hearing characteristics.

Infomir's main task was to present Whooshi, draw media attention to the product, gather feedback, and find potential partners. It is significant that an event of such magnitude was the first showcase for this product. Participating in the exhibition allowed the Whooshi team to communicate with end users and the media, as well as establishing communication with wholesale distributors and representatives of large retailers. Visitors to our stand appreciated the working prototypes of the device, which convinced them that the product lives up to its declared functionality.

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Personalises
your music experience.
On any device.

whooshi.me

Whooshi's goal is to make high-quality sound accessible to everyone. In new smartphones, the 3.5 mm headphone jack is becoming increasingly rare, and as a result, music lovers are choosing Bluetooth devices. But most of these have an important drawback—poor sound quality.

Perfect wired headphones don't exist either: every device transmits audio frequencies in a special way and distorts the sound in one way or another.

In response to this, Infomir has created a hi-fi Bluetooth amplifier capable of wirelessly transmitting high-quality audio from a smartphone, tablet, or laptop to any set of wired headphones or audio system.

TV

And there's more. The mobile player for iOS and Android personalises the sound so listeners can experience the music as it was recorded in the studio.

SUBSCRIBE
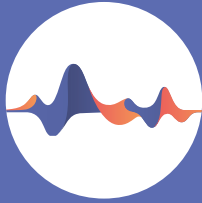
Hi-fi sound quality

Whooshi uses Qualcomm® aptX™ HD technology.
An advanced Bluetooth codec accepts a 48 kHz/24-bit audio
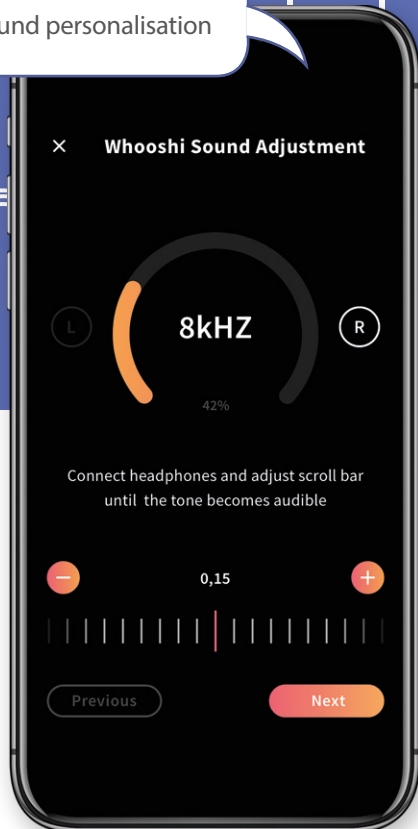signal while maintaining the sound quality at the original level.

The device also supports the AAC codec, which is particularly attractive to those with iOS devices. The device is equipped with an advanced 384 kHz/32-bit Cirrus Logic® digital-to-analogue converter with an integrated amplifier.

The DAC provides excellent sound quality on a variety of headphones.

**Smart music app
for iOS and Android**

With sound personalisation

× Whooshi Sound Adjustment

L 8kHZ R

42%

Connect headphones and adjust scroll bar
until the tone becomes audible

0,15

Previous   Next

Sound personalisation

The Whooshi app complements
the device it is used with and personalises
the user's audio experience. You can create
your own personal audio profile in just
a few minutes: a special algorithm adjusts
the sound to your hearing characteristics
and the device combination you're using
(smartphone + headphones).

You no longer have to make your music
louder to hear it better.

Wireless sound amplifier

Turn your wired headphones
into Hi-Res and Bluetooth

&

 Download on the
App Store

GET IT ON
Google Play

Google Play and the Google Play logo
are trademarks of Google LLC.

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Whooshi's main advantages

✓ **The device transforms any pair of headphones into wireless headphones**

✓ **It reinforces the sound through a DAC from Cirrus Logic®**

✓ **It provides clear sound with the help of Qualcomm® aptX™ HD wireless technology**

✓ **Whooshi personalises the sound: listeners experience the music as it was recorded in the studio**

✓ **The device can transmit music wirelessly from a smartphone or laptop to any audio system**

✓ **It allows you to make calls and manage your music with one click**

How we got the idea for Whooshi

Whooshi's mission is to adapt audio to individual listeners. The product idea came about in response to a simple question: what modern audio solution do users need? Whooshi was designed to be a technological, but practically realisable project.

The Whooshi team decided that the future belonged to wireless audio transmission, so its first product was a Bluetooth amplifier with personalised sound. There were no effective solutions on the market that combined both approaches.

Ears are unique to each listener. We all hear sounds differently. If the lenses on your glasses are tailored to your personal vision, why not apply the same approach to sound? It's like a pair of glasses for your ears.

Denys Popov,
Whooshi Product Manager

SUBSCRIBE

CSR8675 by Qualcomm

DAC CS43131 by Cirrus Logic

With Whooshi, it only took us a year to go from the idea to the finished product.

Sound engineers and musicians, as well as a professional audiologist and an expert in psychoacoustics, participated in the creation of Whooshi.

Infomir's best technical specialists are responsible for the hardware and software components. For over twenty years, the company has been creating high-tech products that are popular in more than 150 countries around the world.

The secret to success on Kickstarter

On November 26, 2018, Whooshi's crowdfunding campaign was launched on Kickstarter. The fundraising lasted thirty-five days and operated according to the 'all-or-nothing' scheme: if the required amount was not collected, the money would be returned to the sponsors at the end of the campaign. But the campaign raised three times the $10,000 necessary to realise the project. These funds have been used to launch production.

Whooshi's retail price is USD$100, but the first 200 Kickstarter sponsors received a 50% discount on the product's purchase price.

There are only two components of success on Kickstarter: a good product and good marketing. As soon as one of these elements is removed, it's impossible to get results. We raised three times more than we expected. This shows that Whooshi is in demand. Moreover, we received a lot of comments with suggestions for adding functionality.

Denys Popov,
Whooshi Product Manager

The next stage is production, which will be launched in existing Infomir facilities. The company has modern equipment and highly qualified specialists who are able to ensure Whooshi is built to European quality standards.

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Deliveries will start in April 2019, and our sponsors from Kickstarter will be the first to receive their devices.

MADE IN
UKRAINE
★ PREMIUM QUALITY ★

We singled out the audience most interested in Whooshi. The target markets for the device are the United States, the United Kingdom, South Korea, Thailand, and Japan – all countries with well-developed gadget cultures. The inhabitants of these countries love music and high-quality sound.

Igor Oklander,
Head of Marketing at Infomir

Whooshi at CES 2019

'Bluetooth Headphone Amplifier with Sound Personalisation', was the description on the Whooshi stand. This tagline attracted audio professionals of all types, including representatives of big companies, audio experts, the media, musicians, and people who simply love music.

CES is held at venues across Las Vegas: the show is divided into 24 thematic zones that span several showrooms.

Whooshi's stand was located in the Eureka Park zone. In addition, 7 more start-ups were represented in the Ukrainian showroom.

There were more than 1200 companies from forty countries represented. Every year, Eureka Park hosts scores of innovators from around the world.

In such a competitive environment, it was critically important that the Whooshi stand attracted attention and clearly communicated what the company was engaged in.

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> One of the advantages of participating in CES is that both visitors and exhibitors wear badges to identify themselves. They immediately make it clear if you are talking to a marketing specialist, an engineer, a journalist, or an acquisition manager.

Denys Popov,
Whooshi Product Manager

Investors come to Eureka Park to find profitable projects, global mediamakers come to collect interesting stories, and distributors come to find suppliers.

A wide range of people approached the Whooshi stand at CES 2019. Some of them saw the device as an interesting product with great commercial potential while others saw it as something that could improve their musical experience.

Of course, a stand's location determines the flow of people visiting it, but an interesting product attracts attention wherever it is.

Each visitor was able to appreciate Whooshi's high-quality sound. To experience it, they were provided not only with an amplifier, but also with several sets of headphones that they could connect to their smartphones for comparison. Demonstrating both the amplification and the sound personalisation was challenging. And the noisy atmosphere at CES was definitely an obstacle.

Whooshi reps referred end users to their product page on Indiegogo where they could take advantage of the product's pre-order discount.

35% OFF

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The media

Whooshi attracted journalists and bloggers from the United States, Japan, Singapore, Spain, Canada, and many other countries. A visit from an AppleInsider rep was the most memorable. The journalist spent a lot of time at our stand, performing a series of tests and taking pictures; he was especially interested in the AAC codec support, through which iOS devices transmit the highest quality sound.

Shortly after, AppleInsider published a review of the most interesting products of CES 2019, and Whooshi was included in the 'Audio for Apple gear' section.

For the first time, Infomir took part in CES, and it was a positive experience. The company plans to continue participating in the world's largest exhibition of consumer electronics. In the future, we plan to present Whooshi at other major international venues.

Igor Oklander,
Head of Marketing at Infomir

Apple's iPhone supports the older SBC and higher quality AAC as codecs for Bluetooth audio, making the Whooshi theoretically better than most Bluetooth headphones available today — and you get to use your favorite headphones you've always used.

Source: appleinsider.com

WHOOSHI

Before CES 2019, the Whooshi team had clear goals. We have now achieved them. Of course, we were able to make many useful business contacts, but the success of the product depends entirely on our future work. Collecting distributor contacts is just 20% of the effort. The rest is the production and partner networking.

Denys Popov,
Whooshi Product Manager

DEVELOPING A MOBILE APP:
9 STEPS TO SUCCESS

How to create a mobile app.
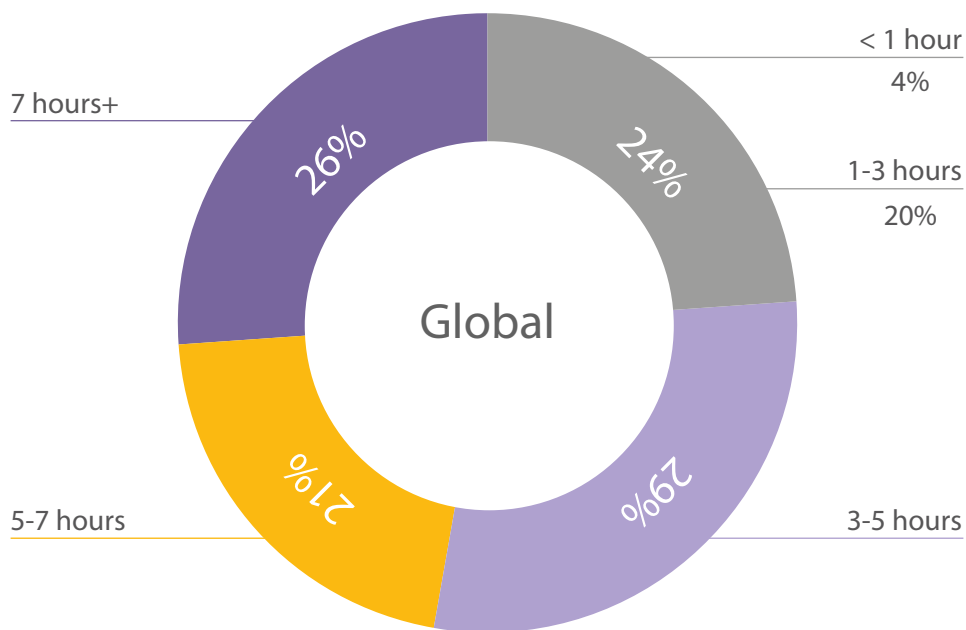We share key recommendations.

Author: Hennadii Mitrov

Over the last decade, mobile applications have become business tools that are as important as corporate websites. At times, when applications fail to provide returns on the investment involved in developing them, companies become disillusioned — all because of a failed strategy.

In the company's Mobile Advertising Forecasts 2017 report, Zenith claims that almost everyone in the Netherlands, Taiwan, Hong Kong, Norway, and Ireland owns a smartphone. At the end of 2018, approximately 66% of the inhabitants of the world's largest countries owned one. Tablets are not as popular and only 20% of the population of these countries own them.

## How much time do users spend on their smartphones?

7 hours+ — 26%

< 1 hour 4%

24%

1-3 hours 20%

Global

29%

3-5 hours

5-7 hours — 27%

Source: Counterpoint

Fifty percent of smartphone owners use their smartphones for more than five hours a day, and people spend most of this time using apps.

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Since 2012, mobile traffic has grown almost fivefold, and it is expected to increase. In 2018, smartphones represented 52.2% of global Internet traffic.

Mobile traffic: smartphones

Source: Statista
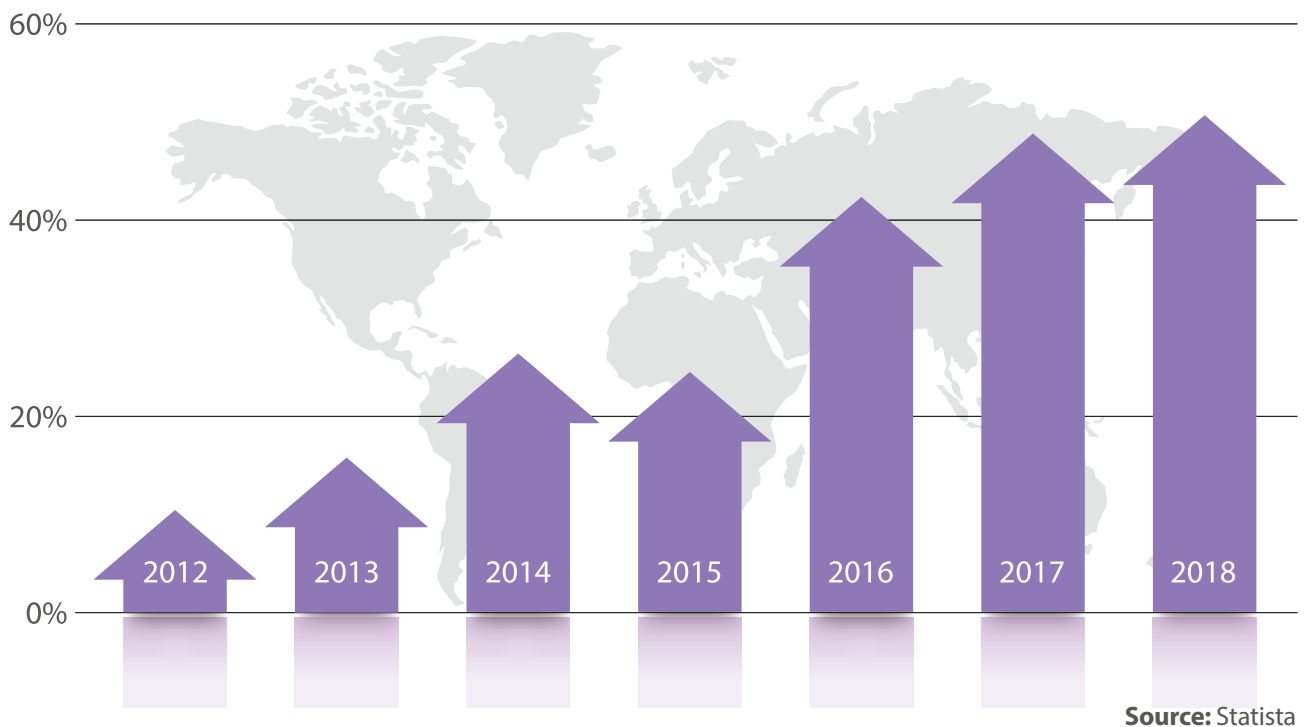
Mobile apps help businesses attract new customers and retain existing ones. They can be used to access content from anywhere in the world, instantly, seven days a week. In addition, maintenance apps allow companies to save millions of dollars a year on labour costs.
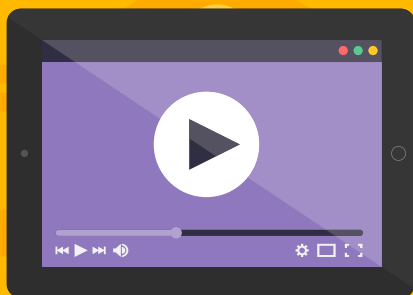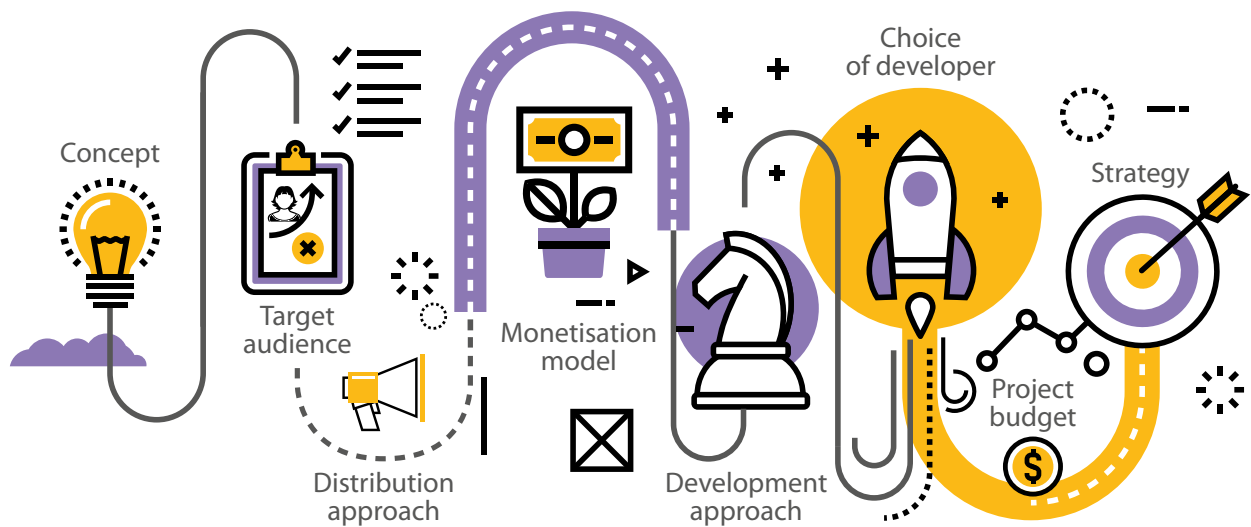
Projections for 2019 suggest that more than 72% of online video views will be made via smartphones and tablets. The lion's share of viewers want to watch videos anywhere Internet access is available, and TV operators should allow them the opportunity.

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Start with a strategy

Why do most mobile apps fail? There are 2.1 million of them on Google Play and 2 million in the App Store, but only 16% of all apps generate revenue. The reason is simple: app developers ignore the importance of strategy and neglect marketing. As a result, their apps either aren't downloaded at all or are deleted within the first three days of installation.

Plan your Strategy

Concept

Target audience

Distribution approach

Monetisation model

Development approach

Choice of developer

Strategy

Project budget

1. Check your concept

A successful app solves problems for customers, companies or employees. Games serve a different function: they entertain users. Does your product do either of these two things?

Study your competition from Google Play and the App Store. What problems do their apps solve? How popular are they? Pay attention to the apps with the best reviews and high download numbers. Find out what's different about your idea when compared to other solutions. Analyse this and make a comparison table.

Don't try to stand out with unnecessary features, and don't be tempted to turn your app into a Swiss Army knife. It should have one key task.

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Turn to developers, industry experts, and marketing specialists for advice. Show them your presentations, design layouts, content, and videos to help them get a sense of the essence of your application. They will help you improve your idea or let you know if they think you should abandon it. Find out what users think. Present a concept and application layouts, either through social media, surveys, or a landing page with targeted traffic. Collect feedback to see if your app concept has a chance to be successful. If the idea has a lot of potential, go ahead and develop it.

2. Select the distribution method

Most often, mobile apps are distributed through Google Play and the App Store. There are already over 4.1 million applications available in these two stores, which are popular in Europe and the United States. In other regions, they have a smaller share of the app market. Google Play, for example, represents only 3.6% of the Chinese app market.

The number of available apps in the markets, 2018


Source: Statista

There are only 300 large app stores in the world. Most of them are universal, but some specialize in games, business applications, or other niches. It's not enough to just put an app in the store. You have to invest some effort in it for your application to become popular.

There is even an art to presenting mobile apps in the markets so that they can be easily found through keyword searches. It's known as ASO—App Store Optimisation.

For example, ratings on Google Play and the App Store are affected by the design of your app page, the number of installations, and the number of positive reviews. To attract a larger audience, make the icon eye-catching, include a compelling description, and add beautiful screenshots to enhance the application page. It's important that the app's description in the market matches user queries.

You don't have to limited yourself to stores. Maintenance apps are often distributed via email or through corporate websites.

Large companies can negotiate with device manufacturers to have their apps pre-installed in a device.
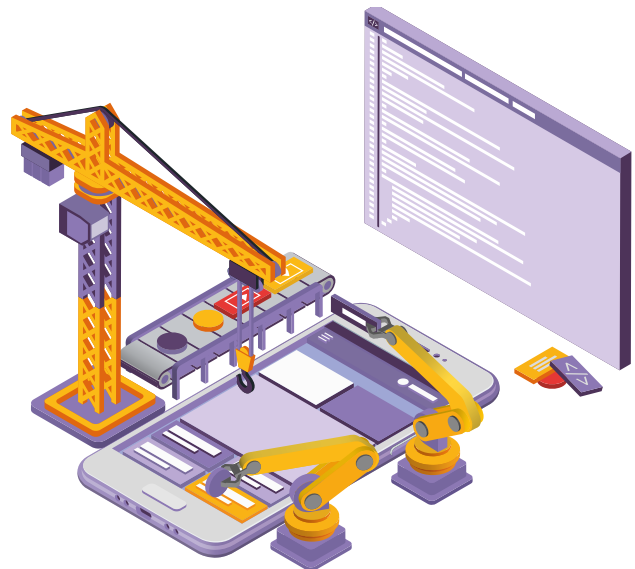
3. Choose a monetisation model

According to App Annie, a global provider of app market data, mobile applications will generate $139 billion by 2021. And more than 90% of apps are distributed free of charge.

App developers earn their money through advertising, paid subscriptions, selling premium functionality, and through sales of virtual and tangible goods.

Paid subscriptions are relevant for content sales services, and only popular apps have significant advertising revenue. Another way to monetise is to encourage your audience to become users of other applications or customers of other companies.
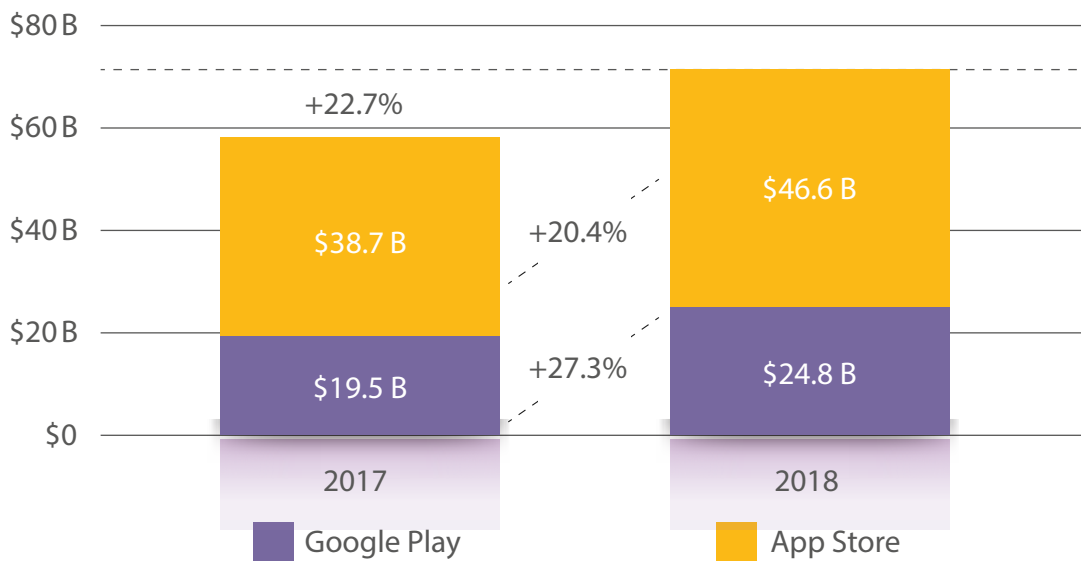
70 to 95% of new users are lost in the first three months. To retain your audience, don't monetise your app to the detriment of its UX.

4. Select a platform

Around 76% of the world's smartphones operate on Android and almost 19% use iOS. However, iOS-based apps generate more profit. Find out which platform your target audience is using and focus on it. You don't have to simultaneously release an app on both platforms. Instagram for Android and iOS came out a year and a half apart.

App store revenues in 2018

	2017	2018
App Store	$38.7 B	$46.6 B
Google Play	$19.5 B	$24.8 B

+22.7% (total)
+20.4% (App Store)
+27.3% (Google Play)

Source: sensortower.com

In 2021, users will spend $32 billion on Google Play and $60 billion at the App Store.

5. Native app or hybrid app?

Native apps are developed for a specific platform. Objective-C and Swift are used for iOS, while Java is more generally used for Android. Native apps use all the features of the OS they were designed for; they have high running speeds and provide the best user experience.

The disadvantage is that apps for Google Play and apps for the App Store have to be developed separately.

Hybrid applications are web pages enclosed in a native shell.

They are easily adaptable to any platform because they are built on JavaScript and CSS. The disadvantages of hybrid apps are that they have slow interfaces and less advanced UX. These apps can only operate when users have Internet access. Each approach has its advantages. Native apps are more expensive, but the output is a high-speed, more user-friendly product. Hybrid apps are perfect for urgent projects and MVPs.

6. Select a developer

When developing your app, choose developers with extensive experience and respectable portfolios. Find out if they can implement your idea. Ask key questions about the development process. Who on the team will need access to your business data? Why?

Find out how the developers will ensure the safety of the application.

The design of any application consists of two parts: the look and the feel—the UI and the user-friendliness, or UX. Who will be in charge of the design? You or the studio?

We discussed the meaning of UI/UX previously in the *Think Like the User* article, published in the third issue of *BROADVISION* 2017.

7. Estimate your budget

The app's development budget depends on the chosen platform, design, type of application (native or hybrid), and its subject matter. To properly assess the costs, you have to involve a business analyst, a product manager, a designer, and developers. You should specify the deadlines for development of individual components and the application as a whole in your budget estimate. If the price seems too high for you, don't compromise on quality. Simplify the application's functionality a little or increase the development timeline.

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On average, a simple application will cost $10–50 000 to produce; complex solutions may require an investment of $100–500 000.

Source: clutch.co

8. Create a minimum viable product

An MVP (minimum viable product) is a simple but full-featured application capable of solving user problems. We discussed MVPs in detail in the *Implement and Conquer* article in the first issue of *BROADVISION* 2018. Don't forget that the main goal of an MVP is to showcase an idea's potential. It will help you determine whether your customers are ready to use it and if they're willing to pay for it. Developing an MVP will help you clarify which functions are lacking and what direction to take in terms of further development.

MVP — A finished product

9. Create a final application

Work on the product. Participate in the development and evaluate the application's interim releases. Approve the order of construction of the UI, the navigation, security components, and other application modules. Be sure to test your app. If the functions of the app work the way they're designed to and there are no fatal errors or concerns about the UI/UX, it may be ready for distribution. Use the method you chose in the second step.

Remember it's not enough to just develop an application. You need to create and implement a marketing plan to make it a success. Then the product will accomplish the goal you had for developing it.

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A white-label app

Because of the high cost of development, small business owners may think it's a monumental undertaking to create their own applications. But this is no reason to abandon the idea. Choose a ready-made app that can be adapted to your needs.

Taxi booking services, restaurants, hotels, and other companies use branded applications.

This approach has been used for a long time in web development: web developers create multiple websites based on templates, which are adapted to the needs of specific projects. You can adapt an app for your brand in a week.

Large TV services aren't lagging behind the mobile trend, and many have created their own apps. But local operators can also give viewers access to their content from literally any place with Internet access. For the reasons we've outlined, branded players are perfect for small operators. Despite the cost of maintenance and updates, using a branded app is still much cheaper than developing your own.

In conjunction with Ministra TV platform, Infomir offers operators the Ministra Player — a client app for viewing content on TV set-top boxes, smart TVs, smartphones, and tablets. We release branded versions for iOS and Android platforms.

Download on the **App Store**

GET IT ON **Google Play**
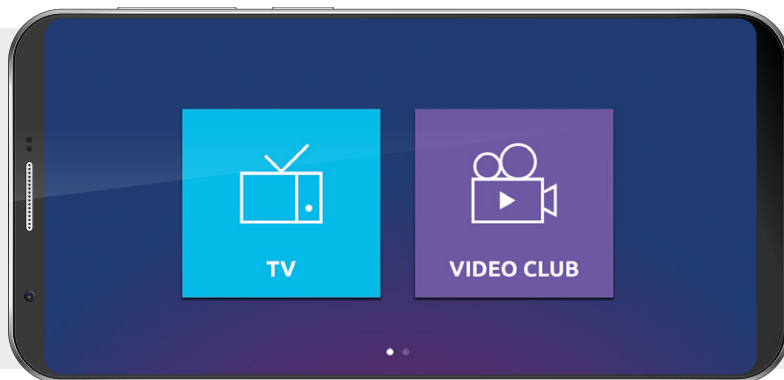
Google Play and the Google Play logo are trademarks of Google LLC.

By following these important steps, we're sure you'll be able to design and implement your application successfully, plan your marketing strategy, and control your app's development. Best of all, your application won't be lost in the depths of Google Play or the App Store; your audience will find it and it will help you to improve your business. All you have to do is build it.

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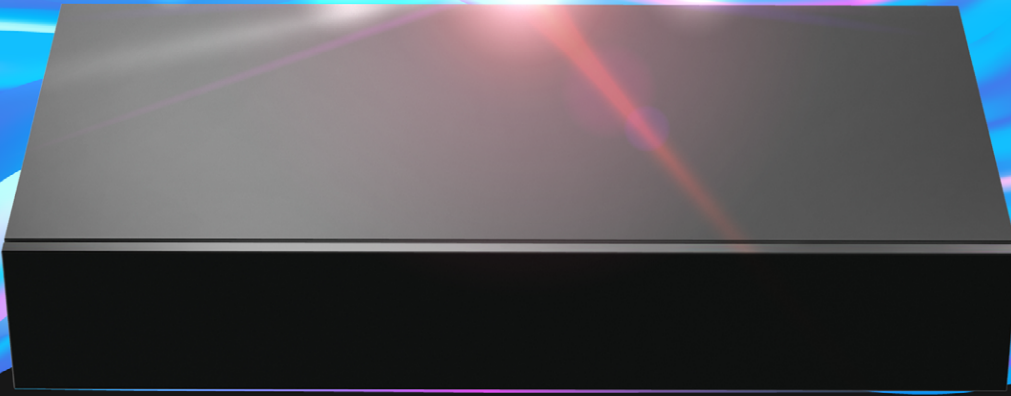
MAG520 MAG520 (w3)))

4K and HEVC-enabled Linux set-top boxes

Fast integration with your middleware

4K and HEVC support	Quad-core ARM Cortex-A53 CPU	4 GB eMMC	1 GB RAM
User-friendly IR remote	Linux 4.9	Dual-band Wi-Fi 2.4 and 5 GHz (MAG520w3 only)	Qubic design

MAG520 and MAG520w3 are high-performance Linux set-top boxes that feature an Amlogic S905X2 chipset, a 25% more powerful ARM Cortex-A53 CPU, and a better GPU. It enables smooth 4K 60fps content playback.

With MAG520, operators can guarantee uninterrupted service. Infomir's API ensures easy integration of the device into any project already using MAG set-top boxes. The integration of MAG520 and MAG520w3 with third-party middlewares and DRM/CAS is available upon request.

The best user experience on Linux 4.9

MAG520 is a reliable high-performance device designed to run for months on end without rebooting. Operators can easily customize its UI and develop apps for it.


Application and integration API

Infomir has created an API to facilitate integration with CAS/DRM and app development. The apps for the Linux-based MAG Linux set-top boxes are developed using HTML, CSS, and JavaScript. Infomir provides extensive documentation for developers' convenience.
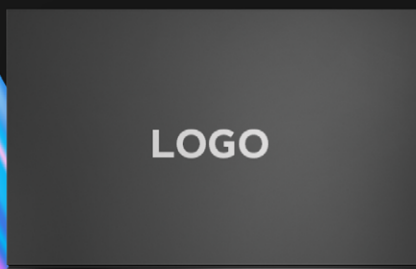
White-label UI, body, packaging, and remote control

We can customize the interface and software, and apply your branding to the set-top box body, remote control, and packaging. Companies can get UI with their logo and brand colors or even create a unique one.
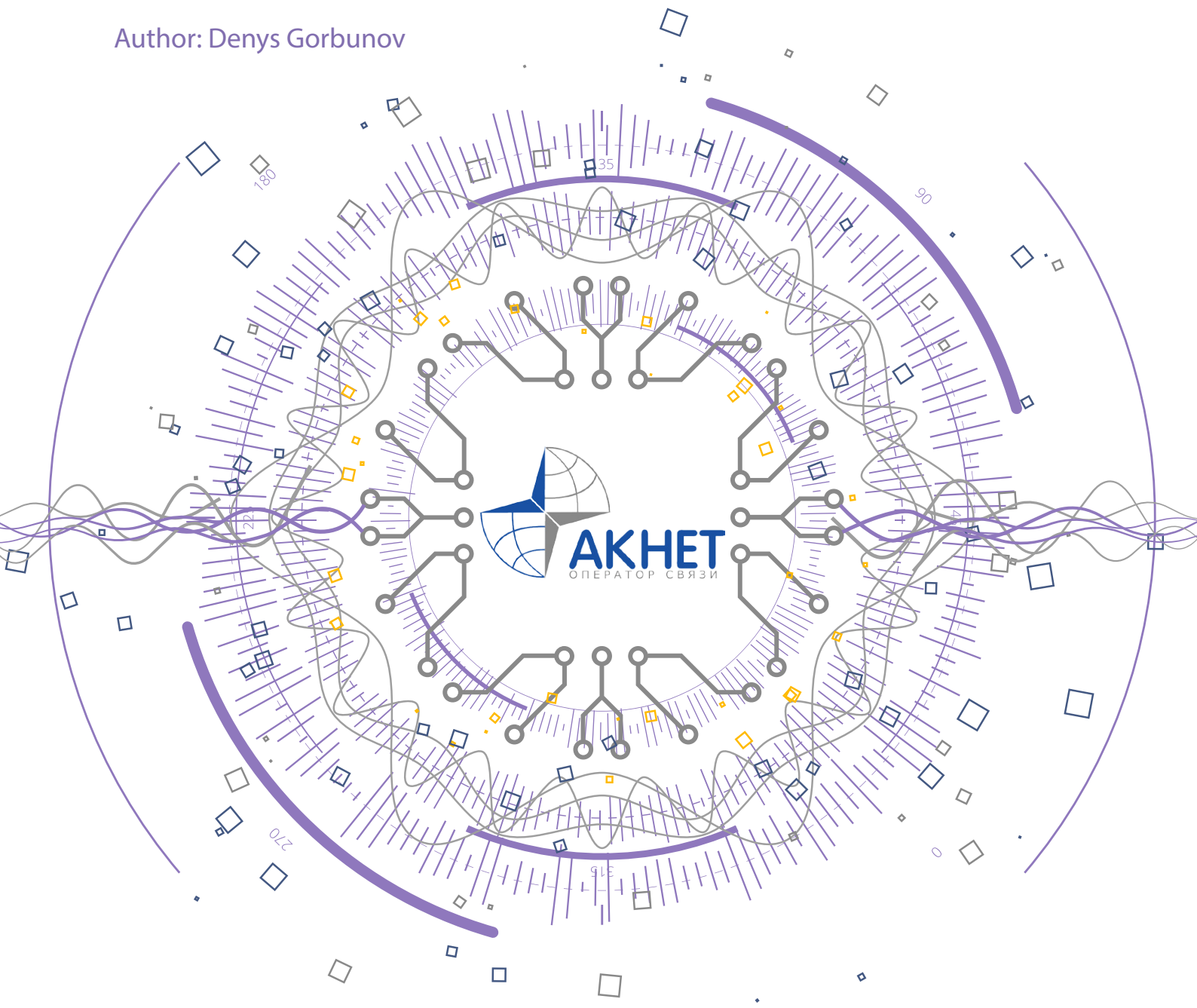
Learn more

MAG520 MAG520 w3
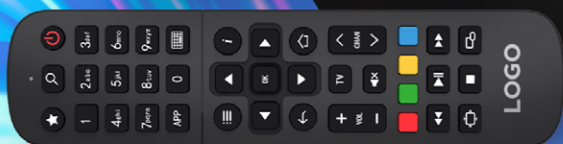
INFOMIR AND AKNET
A HISTORY OF COOPERATION

We'll tell you how we helped one of our partners grow from a local network into an international telecom.

Author: Denys Gorbunov

Customer:

Aknet
Telecommunications,
Bishkek, Kyrgyzstan

First delivery:

January 2012
MAG250

Bestsellers:

MAG250, MAG254, MAG322

ABOUT AKNET

In 1998, Aknet entered the ICT market as an academic network. This is the source of the company's name, which is derived from AKademy NETwork.

At the start, Aknet provided Internet access to scientific institutions in Kyrgyzstan, and this became the company's primary service. Today, 90% of the country's higher education institutions are connected to the Internet thanks to Aknet, now the largest cable Internet provider in Kyrgyzstan.

Over the years, the company has gained extensive experience in providing communication services. In 2008, Aknet began to develop integrated IP video surveillance systems, which relied on a fiber-optic network and modern digital equipment with advanced security technologies.

Headquarters:
Bishkek

1 Kyrgyzstan's main cable Internet provider

20 years of quality service

2 major cities

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During the same period, Aknet was actively engaged in the implementation of IP/SIP telephony and multicast video conferencing using Voice/IP and multimedia conferencing technologies.

In 2011, the company launched the innovative digital television network, iTV Aknet, which provides users with over 170 digital TV channels and an additional interactive services package. Aknet has helped to transform TV sets from static 'boxes' into live tools that offer their viewers a window on the outside world.

Aknet was one of the first companies to begin connecting the private sector.

Since 2014, the company has pursued a project aimed at bringing global connection to every private house by offering high-speed Internet and digital television at affordable rates. Also in 2014, Aknet opened a branch in the city of Osh, Kyrgyzstan's southern capital.

KEY COMPONENTS OF SUCCESSFUL COOPERATION BETWEEN INFOMIR AND AKNET INCLUDE

Seamless integration. MAG set-top boxes have integrated perfectly with Aknet's services. The company tested products from several manufacturers, and the MAG series turned out to be the optimal choice in terms of price/quality ratio.

Flexibility. Infomir's production and logistics teams strive to always stay within required delivery times. The management team is ready to cooperate when difficulties arise by finding compromises, and offering solutions, up to and including compensation for goods.

Top-notch technical specialists. Infomir's technical specialists ensure that mobile application errors are handled quickly and efficiently and that updates and improvements are released regularly.

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The role of Infomir products in the development of Aknet's business

Our stalker Middleware 4.0 software solution has helped Aknet become one of the leaders of the IPTV market in Kyrgyzstan.

Thanks to the Stalker TV-based Mega iTV mobile apps for Android and iOS, the company has been able to successfully explore the OTT market for mobile devices and is now expanding into this area.

> **We strive to become the most valuable, affordable, and flexible partner for our customers by offering them the most competitive and relevant solutions. We value these same qualities in our long-term partner Infomir.**
>
> Alisher Kovaliov
> Development Director

Aknet today

Aknet is actively involved in global projects. One of these endeavours, the 'Virtual Silk Road', has helped to unite Kazakhstan, Kyrgyzstan, Turkmenistan, Uzbekistan, Azerbaijan, Armenia, and Georgia.

Even years later, Aknet remains true to its roots and continues to develop services in the educational sector. Today, the company connects schools all over Kyrgyzstan to the Internet. Its near-term plans include connecting 75 comprehensive schools to the World Wide Web.

> **The company's strategy is built on a policy of diversity, quality, and development. We make every effort to provide high-quality, reliable services and state-of-the-art communication solutions to our customers, to make their lives even more comfortable. We are accessible to our customers anytime, anywhere.**
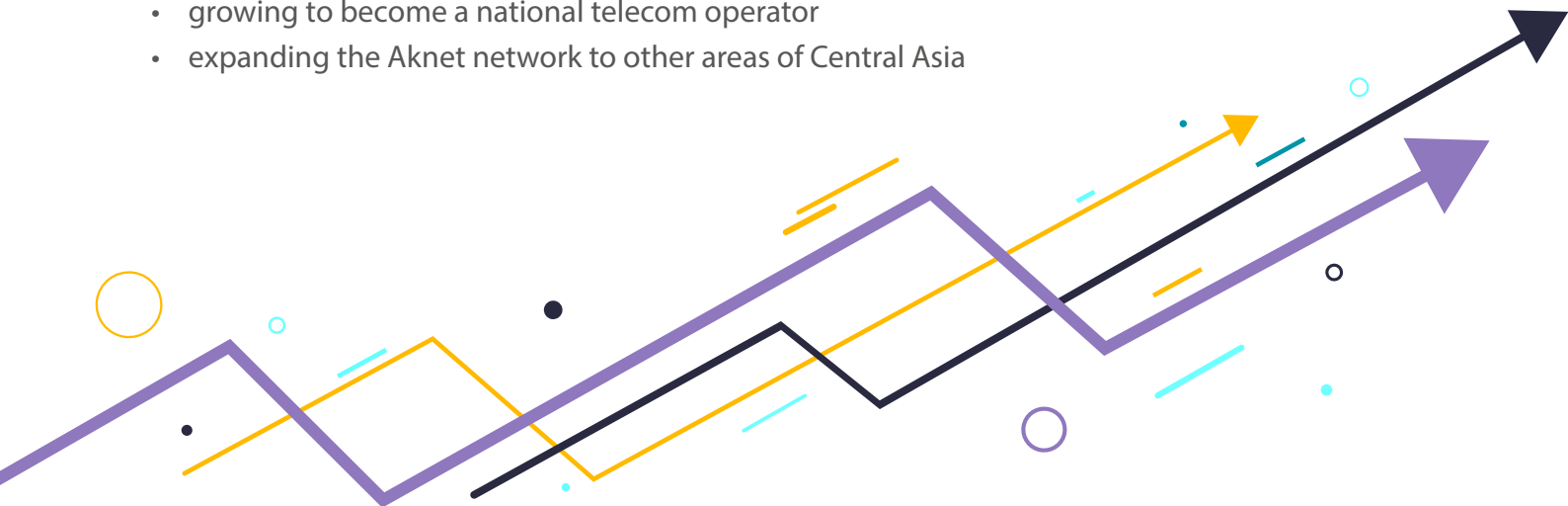>
> Aknet «About the Company»

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Aknet objectives:

- increasing the company's share in the information and communication technologies market in Kyrgyzstan
- growing to become a national telecom operator
- expanding the Aknet network to other areas of Central Asia

Aknet values:

- forging ahead, striving for constant development
- building trust with employees, partners, and customers
- ensuring that the company's work is always focused on leadership
- building relationships based on the principles of partnership and goodwill, which allows the company to enjoy many valuable returns on its investment: a loyal team, regular customers, and the satisfaction of a job well done

> "
> We are interested in creating an environment where our employees can fulfil their potential and, at the same time, achieve unique results.
>
> Alisher Kovaliov, Development Director

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MEET INFOMIR IN PERSON!

The Infomir team appreciates live communication. We are always eager to share our experience and make new acquaintances. You can learn more about our new products and have the opportunity to test them at professional exhibitions and forums around the world.

Contact us if you'd like to meet Infomir at key industry events.

CABSAT
12–14 March 2019
Dubai, UAE, Dubai World Trade Centre, Hall 4,
Booth PD-39-40

NAB Show
8–11 April 2019
Las Vegas, USA, Las Vegas Convention Center,
South Hall (Upper), Booth SU10824

ANGA COM
4–6 June 2019
Cologne, Germany, Congress-Centrum Koelmesse

IBC
13–17 September 2019
Amsterdam, Netherlands, RAI Amsterdam,
Hall 14, Stand A22

Jornadas ATVC
Buenos Aires, Argentina, Hilton Buenos Aires Hotel

NAB Show New York
16–17 October 2019
New York, USA, Javits Convention Center

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EDITORIAL:

BROADVISION magazine is a quarterly online periodical devoted to the IPTV/OTT industry and modern technology produced by Infomir's marketing specialists. We're happy to present our fourth issue for this year.

We hope you'll enjoy reading our magazine as much as we enjoy working on it. Sign up for our newsletter and share this issue on social networking sites. It's the best way to show us that you like what we're doing.

And feel free to let us know what you would like to see on the pages of *BROADVISION* next year. E-mail your ideas and suggestions to us at **broadvision@infomir.com**.

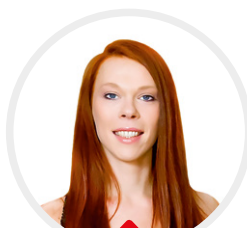Let's grow together!

PRODUCTION TEAM

Project Manager:
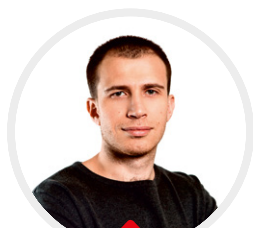
Editor:

Design:

Igor Oklander
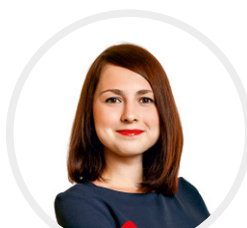
Hennadii Mitrov

Kristina Usova

Contributors:

Denys Gorbunov

Kristina Florya

Anna Novikova

We would like to thank **Denys Popov** for sharing his expertise and experience and **Alisher Kovaliov** for his collaboration and productive cooperation.

Special thanks to the **Infomir Group** marketing team members.

As always, it's thanks to your collaborative efforts that we're able to get this issue out to our readers.

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