

SATMODE

Applications: B2B/B2C

SATMODE

"SATMODE will add a new dimension to satellite distribution for our media customers. The television industry is embracing all forms of interactivity and our ability to provide satellite-based interactivity on a large scale, and at low cost, will further encourage the development of interactive services. When fully implemented, the system will enable simultaneous and real-time responses by millions of TV viewers to questions or other types of interactive material presented on screen."
Ferdinand Kayser, CEO, Astra



PRIME CONTRACTOR:

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PROJECT PARTNERS:

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SES-Global S.A. (Luxembourg)
STMicroelectronics S.A. (France)
Thomson Multimedia R&D S.N.C. (France)
SpaceBridge SemiConductor Corp. (Canada)

PROFILE:

SATMODE aims to develop a low-cost, two-way communication channel that will connect TV consumers to each other, to their entertainment providers and to other communication infrastructures. Remote interactivity is the key element needed for the continued growth of digital television and there is a strong demand for TV enhancements using interactivity. SATMODE provides the secure, real time, always on, instantaneous connectivity this interactivity requires.

One of the major benefits of SATMODE is that it is very scalable and can address a mass market of several million users. It also provides 100% coverage, which is not the case for xDSL, ISDN or mobile phone services. SATMODE's performance closely matches the end-user requirements as well as the interactive provider and broadcaster requirements.

Services that SATMODE is covering are for instance:

- Tele- Voting, Polls, Play-along, Quiz
- Interactive advertising
- Home shopping
- Personal Data Consultation/banking
- Chat, SMS, E-mail
- Instant Messaging System (IMS), Multimedia Messaging System (MMS)

The antenna is as easy to install as current TV receive-only dishes. It gets rid of the need to connect a Set-Top-Box to a PSTN line, thus removing an obstacle for TV viewers to using interactive application. For the interactive provider and broadcaster, SATMODE provides an efficient alternative to existing terrestrial return channels. This can lead to a substantial revenue increase due to churn reduction, incomes from new services, interactive advertisement and piracy control, etc. The proposed SATMODE programme comprises the development of an ultra-low-cost satellite interactive system, which includes all required activities, including commercial field trial.