

Case Study

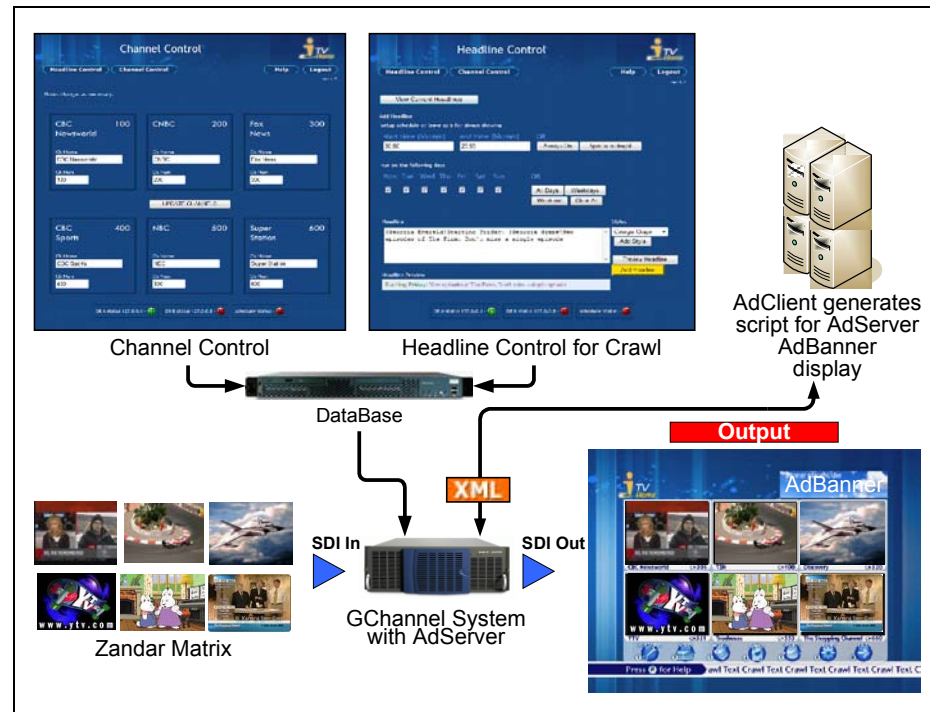
Bell ExpressVU – iTV Home Portal



Customer: Bell ExpressVU - iTV
Application: Secure Web-Based Application for managing Channel ID and Headline Control for iTV Home Portal
Solution: GChannel with Channel /Headline Control Application and Bannister Lake AdServer
Platform: Inscrber GChannel G1 with RTXPorts.

Bell ExpressVU required a secure web-based application to manage channel assignments and headlines for their iTV Home Portal. This Inscrber GChannel based solution uses the RTXPorts option and Bannister Lake AdServer to display AdBanners.

- Channel Control form provides input for Channel Name and Channel Number.
- Headline Control form manages the order, schedule and text styles for messages displayed in the crawl region.
- Channel and Headline Control applications write to a central database connected to the GChannel system via ODBC.
- Bannister Lake AdServer running on GChannel reads incoming AdClient XML scripts and manages the output and display of AdBanners for advertising and promotions.
- GChannel manages the still, animation and RTXPorts regions, providing the overlay to Zandar Matrix.



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