

REPTILIA

ALL YOUR ADDRESSABLE TV APPS
AT SINGLE PLACE, ALWAYS AT DISPOSAL

Product sheet

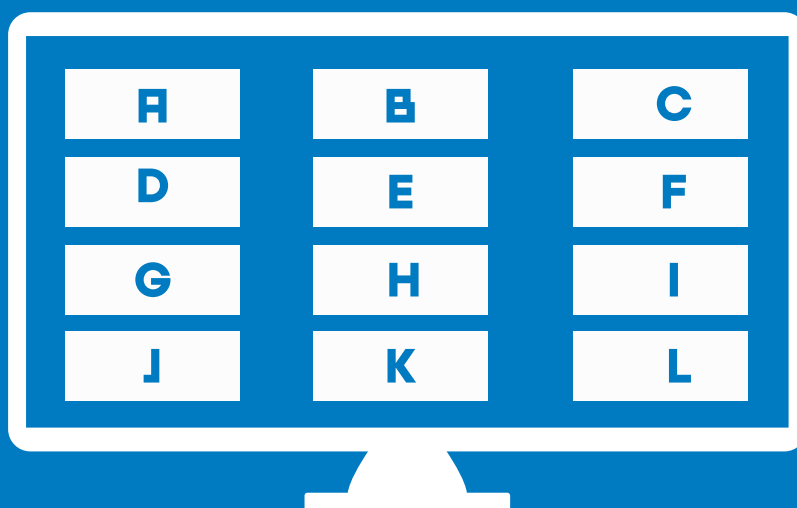
by hybrid

What is?

Reptilia

Reptilia is an interactive tool for presentation and testing purposes. It serves TV broadcasters, media agencies and TV advertisers. This service collects Addressable TV apps and campaigns to a single place to be always at disposal directly at the TV screen. Reptilia is displayed privately just only for the client purpose, hence the public has no access to it. Hence, the client can anytime display, try or test any of his interactive application in the real environment of addressable TV.

Reptilia is always managed and adjusted based on the client needs.



What does it serves to?

Benefits

- Instant access to the service
- Displays in the real environment of TV interface
- Great for presentation and testing purposes
- Possibility to display to the third parties (advertisers, agencies, partners....)
- Private view only for clients
- No hardware is needed
- No installation fees

How to use it?

Usage

1. Presentation

- a) Presentation of past campaigns and its design, including case studies
- b) Planned campaigns simulation
- c) Presentation of planned campaigns along with A/B testing

2. Testing

- a) Application presentation while being in developers mode
- b) Display from the TV viewer and in real environment at interactive TV
- c) Testing for tracking and data purposes of clients
- d) Application versioning for testing purposes

How does it work?

Technology

Reptilia operates on the cloud services basis with unique URL Link of IP Address targeting. This technology secures it display only to limited number of TV devices, the clients one. It is instantly accessible service in which any of change is display in real-time regime. To be displayed it is necessary to have a TV set connected to the internet with support of HbbTV.

The service is provided by Hybrid company directly to its clients by cloud platform. Reptilia is always adjusted and managed based on client needs.



Reptilia in Hybrid Cloud



Client's TV set or device

How to use in effective way?

Real use case

Use case:

TV Broadcaster want to present its partnership media agencies several types of interactive application that broadcasted executed recently. Media agencies' representatives does not much experience with Addressable TV. Therefore broadcaster use Reptilia directly at the TV screen, so Media Agencies knows how it operates. They experience it from the TV Viewer point of view.

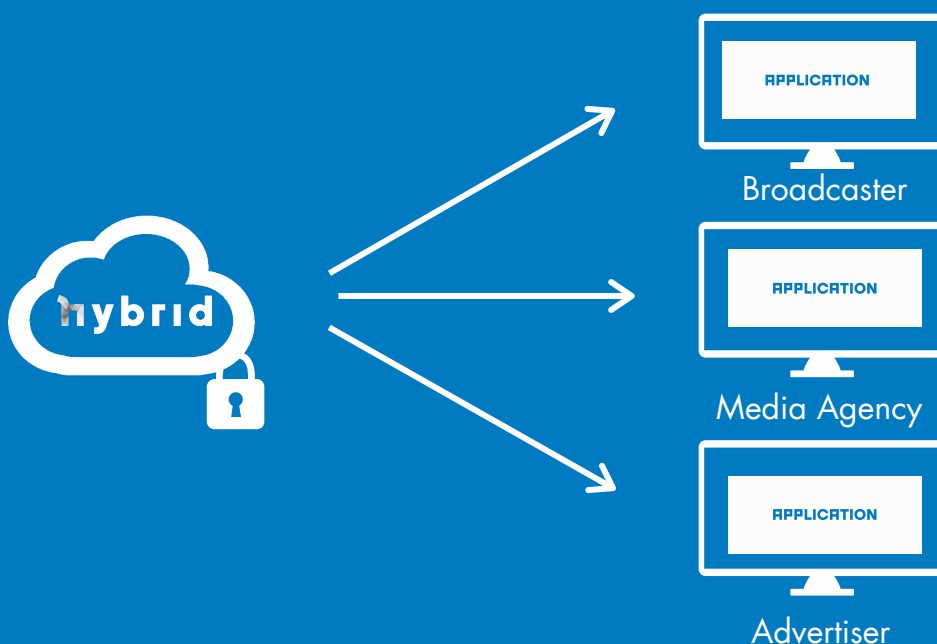


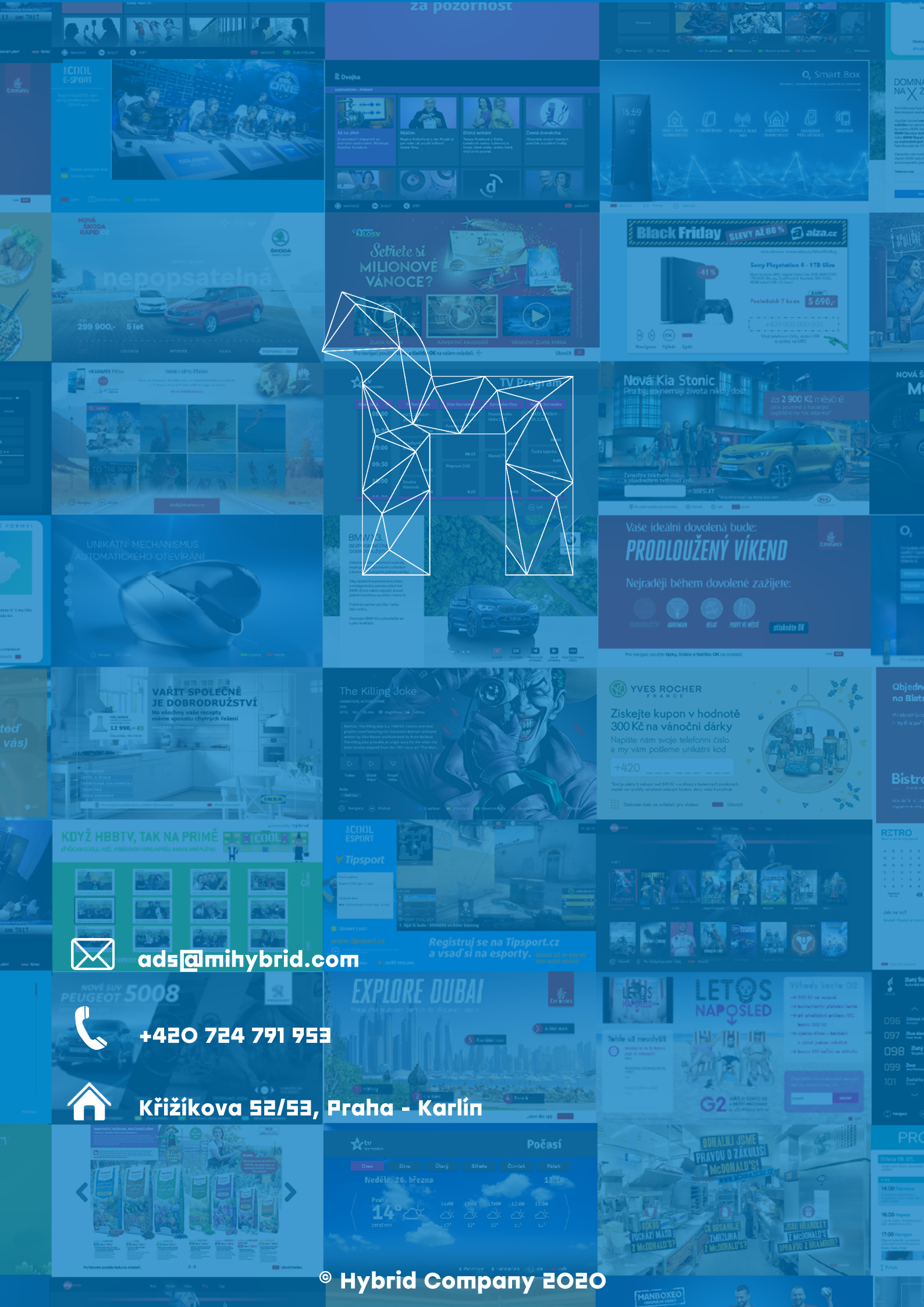
Solution:

Broadcaster's sales department flexibly present interactive applications directly on the screen, in the real way.

Use case #2:

TV Broadcaster develops commercial application for Advertiser together with Media Agency. Broadcaster wants to speed up process of approval all 3 parties.





ads@mihybrid.com



+420 724 791 953



Křižíkova 52/53, Praha - Karlín