

**Client:** Solutions Provider for Interactive Media  
**Location:** USA

## Client Description

The client is a global player that specializes in adding value to the viewer's TV experience with its advanced solutions. Over the last 3 decades, it has been one of the pioneers in the areas of interactive television trials and deployments.

## Business Need

The client is working towards development of next generation interactive cable technologies and services to further enhance the viewer's experience.

For accelerating their product development, the client required access to a development team having product development expertise, and experience in developing interactive solutions using Java/J2EE and MAX (Language for TV Interface design) language.

## Solution Offered

Blue Star Infotech (BSI) had previously worked on a similar platform. It leveraged its expertise from this engagement and was able to quickly ramp-up a team having expertise in both J2EE and MAX. As a risk mitigation measure, the team first worked on a pilot project called the RFX project. This project involved adding the RFX (Request for Information) feature to the client's server suite. The solution enabled generation and prompt management of the RFX response reports.

After the successful execution of the RFX project, the BSI team was involved in developing other solutions for the client. This included the Image Processor solution, wherein the BSI team delivered a suite of API's for their image processing application.

Under the SIK (Server Installation Kit) project, BSI developed an installer for the STB-Message-Relay by using Java. SIK provided an installation framework that could be easily extendable for complex installations.

BSI was also involved in the development of features specific for the national and local TV viewers in US. The BSI team added informational features like sports & news, weather, financial information, etc to the televisions connected to STB boxes.

## Benefits to the Client

- Using a low-risk approach, the client was made familiar and comfortable with the offshore approach to product development.
- Within a short period of time, the benefits associated with using an offshore model were quickly realized. The client had easy access to a team skilled in its technologies.
- New features could be quickly added to its product suite as the offshore team, using a process-based model, could be quickly expanded to cater to additional needs. This enabled the client to stay ahead of its competitors.

## TECHNOLOGY

- Red Hat Linux 9, XDK (MAX Development Kit), Windows XP
- J2EE, JSF, MAX, Hibernate, Oracle 9i, Eclipse, Velocity, Batik, Quartz

### For more information about Blue Star Infotech:

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