



Laviniainteractiva

www.laviniainteractiva.com

FI PPP partnership brokerage

JULY 8TH, 2010

Lavinia Group

Lavinia is structured in 3 business units: TV Services, Content Production and Interactive plus an International Business Development Unit

We have a company in Brussels, CE provider

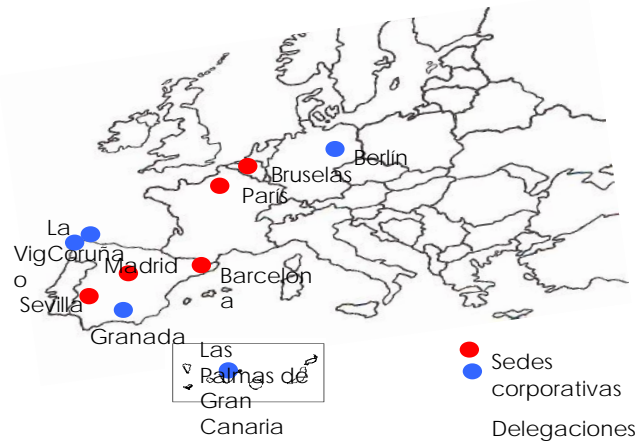
Lavinia started its way in innovation driven by customer needs with results and benefits:

iPad applications: first launched in Spain 24h news channel application

iPhone and Android applications: most downloaded through month-month 2010

Web TV: more than 30 web tv shipped last 3 years like leading TV channels as CCRTV

IPTV: by set top box, PC and consoles solution partnered with cable TV leader in Spain

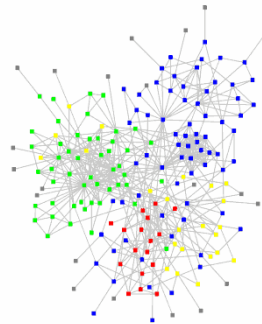


Lavinia I+D+i Projects and Activities

- Solutions Innovation Powered
- Innovation Area created in 2009
- Media Lab for Leading Innovation to market

Period	Role	Title	Lavinia Budget	Total budget
2009-2010	First Partner	EDUCATIONAL TV AND PAYMENT TDT: PRODUCTION, PACKAGING AND MONETIZATION OF CONTENT AND EDUCATIONAL SERVICES	197.939,50	1.836.735,00
2010-2011	Leader	DEVELOPMENT OF INTERACTIVE INTERNET TV PLATFORM MANAGEMENT SYSTEM AND ITS CONTENTS	520.851,17	806.174,00
2010-2012	Leader	ADVANCED AUTOMATIC VIDEO CATEGORIZATION SYSTEM	637.183,00	1.356.212,54
2010-2012	Work Package Leader	NEW INTERACTIVE MULTIMEDIA ENTERTAINMENT ENVIRONMENT WITH ADAPTED ADVERTISING	588.934,27	4.926.585,00
2009-2012	Work Package Leader	REHABILITA: DISRUPTIVE TECHNOLOGIES FOR THE REHABILITATION OF THE FUTURE	1.589.356,00	12.336.233,00
2010-2013	Leader	DISRUPTIVE TECHNOLOGIES TO ENRICH THE EXPERIENCE OF CONSUMING DIGITAL CONTENT AND SERVICES	4.663.397,00	22.829.158,70
			8.197.660,94	44.091.098,24

Lavinia Position



Lavinia Position

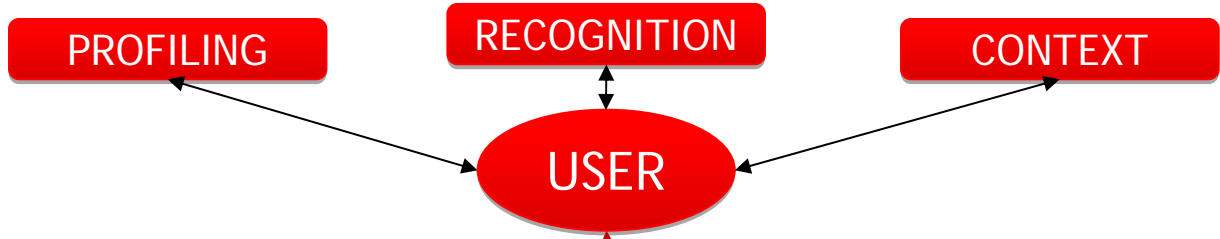
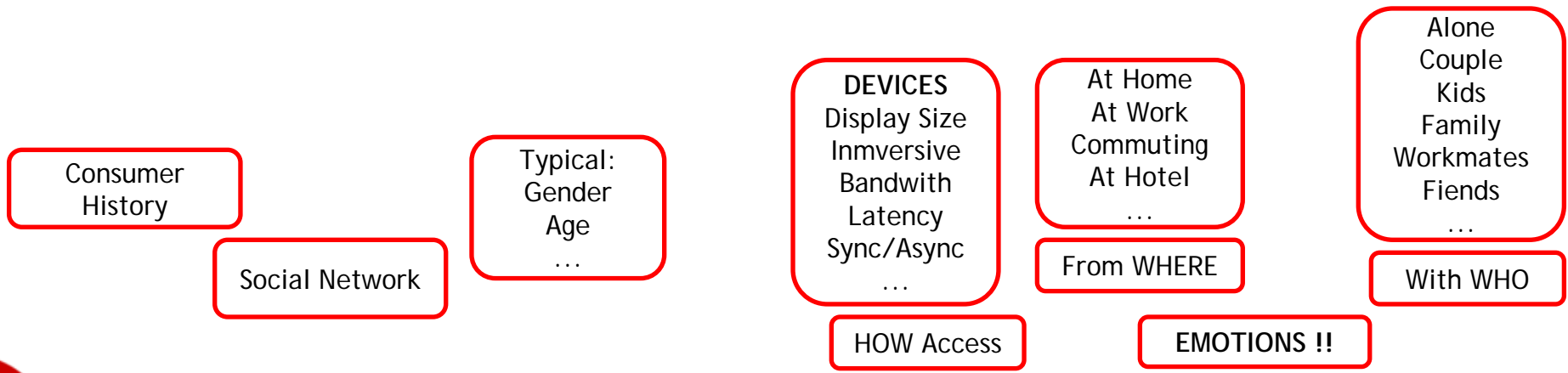
Lavinia is a Spanish ICT and Media services company with offices in Barcelona, Madrid, Brussels and Paris. We provide services and solutions to media companies and others to maximize the media content profit and especially the audiovisual content.

We are application and UI developers and partners to carry out content scenarios usage for massive testing due to our huge users testbed.

We consider an FI scenario absolutely user centric, personalized with **true full immersive and interactive** content delivered to any device, anywhere, recommended accordingly to the user profile and preferences. The content engine recommendation is based on **user recognition, profiling and emotions and social network awareness, at a particular time with a particular role** in his daily life activities.

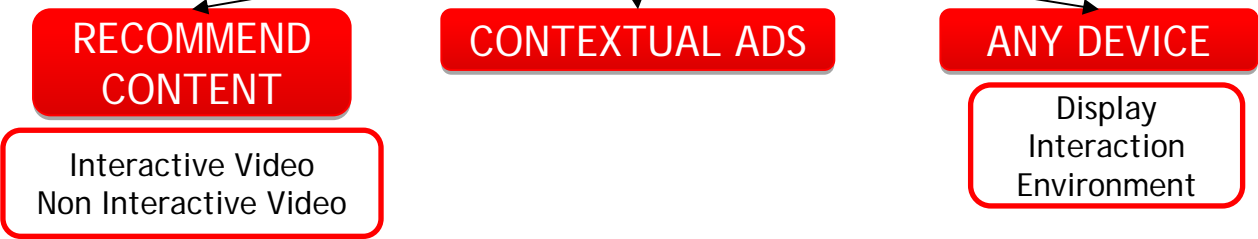
We consider necessary for broad large scale testing:

- **Pervasive and seamless computing**: immersive hardware and environments, software for developing immersive applications like body tracking, eye tracking, context awareness, immersive 3D environments, hyper reality, high quality and interactive video, distributed storage, interoperable content delivery networks...
- **User recognition and profiling**: software capable of pattern recognition and analysis and large amount of data processing with graph databases engines and other data mining advanced techniques.



USER INTERFACE DINAMICALLY ADAPTS TO USER AND ITS CONTEXT, LEARNING AT EACH INTERACTION

USE CASE: BEAWARE PLAYER
Massive Testing with Leading TV Channels



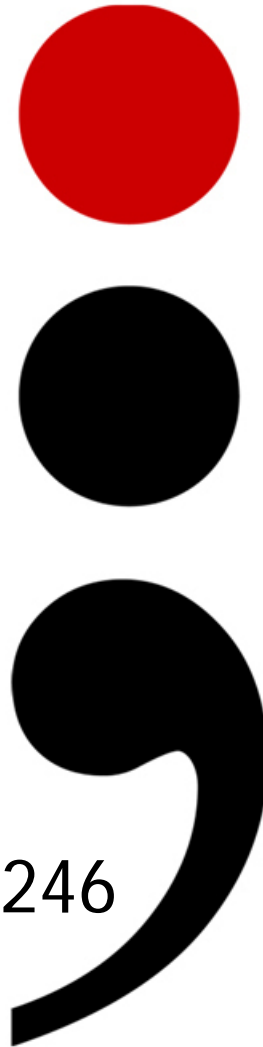
Thank you!

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