Engineering Partner for India's First Hybrid Android STB

Customer

Indian DTH Operator

Scope

- UX design for TV application
- Development of TV application with rich set of features
- Integration with 3rd parties system for Rich metadata, gaming portal
- Integration with Airtel back-end for provisioning, payment gateway
- Analytics and Voice integration on TV Application
- OTA system deployment within Airtel network

Features

- Stream content directly from Amazon Prime Video, Netflix, ALT Balaji, YouTube etc. with built-in Chromecast
- Use smartphone as a game controller to play games on TV
- Use Google voice search

355Mil. Subs across Asia, Africa

"Tata Elxsi have been a valuable partner in our latest innovation - Internet TV. Their engineering and integration expertise in the OTT segment has helped us in building a world-class product.", Sunil Taldar, CEO - Airtel Digital TV

Scale	What's next
335 Mn	Going forward all HD & 4K STB will be Android Based

Delivery Model	Award
Iterative, Incremental Revenue Share	NEXA NDTV Gadget Guru's 'Tech Peripheral of the Year'

TATA ELXSI