

Talk to your customers through idtv

1 INTRODUCTION

Brands willing to communicate with their customers were facing expensive development and a long time-to-market. As a solution for this challenge, Paratel has developed an end-to-end platform where brands can communicate in a less expensive way with a short time to market.



Next to this, Paratel works together with major Belgian Broadcast companies (i.e. VMMa) to create visibility for the brands. Therefore we've created an idtv environment where the brand can buy advertising space.

For keeping costs and timings under control, Paratel has developed a set of templates that can be used by the brand. These templates are already validated on the several distributor platforms (Telenet and Belgacom).

The setup of the Paratel templates will be done through a web interface. In this way, the brand will have complete control over the message he wants to bring to the customer.



2 COMPANY & AUTHOR BIO

Paratel is 'the' one stop shop in multimedia: 'IVR, mobile applications, web, teletext and iDTV under one roof'. We offer our clients multimedia platforms for interactive communication with their end users.

Our USP's:

- Pioneer in Belgium (launch first sms and iDTV application)
- One stop multimedia shop
- In-house development
- In-house hi-tech platforms
- In-house knowledge and experience

Paul Meyers is a digital architect who has worked in the gaming industry before stepping into the idtv world. Paul has worked on several idtv projects for major brands like MTV/Nickelodeon, VTM, RTL/TVI, Belgacom, Puma and more.