

interact

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Watching television

interact has been operating in the ICT field since 1995, developing advanced systems and services for television communications on Internet and mobile networks. Today interact is a forerunner on the Italian IPTV and Mobile TV market and its offices are based in Rome, Naples and Catanzaro.

interact solutions have been created to meet the requirements of operators in public organizations, industry, associations and telecommunications. These systems have been utilised by major institutions and companies all over Italy and abroad.

Committed to innovation and cross-media production, we operate on the basis of a long-standing network of partnerships with major world-wide ICT manufacturers to offer the most up-to-date digital technology and methods on the Italian market. Our partners include **RealNetworks, Microsoft, Adobe, Microsoft, Intel, ViewCast, Vidiator, Digital Rapids** and many others.

An in-depth background, know-how, advanced technical equipments, expertise in design, maximum attention to specific customer communications requirements mark all our fields of activities. These cover creating Web and mobile portals, developing solutions for managing and broadcasting contents for IPTV and Mobile TV as well as offering professional services for audio/video production.

Media Portal

Managing contents easily and efficiently

interact's Media Portal, designed to create Web and mobile portals, has developed products and services for organising and displaying data via accessible and user-friendly interfaces. Users are ensured of a safe, optimal use of contents on different devices and a full range of multimedia and interactive services ranging from newsletters to videoblogs.

Our offer integrates

- **Web and mobile portal development including** structural design, graphic style definition, promotion on search engines.
Our proprietary **X-manager content management system** offers full control over production processes, data production, delivery and updating of the information on various media (from Web TV to mobile portals to DVD) via simple Web interfaces. The **X-manager**, based on Web 2.0 technology and W3C criteria for semantic Web, manages several portals via a single application; data presentation becomes more flexible as contents may be displayed in diverse graphic models.
- **Professional support and consultancy services** aimed at user-centered projects based on usability and accessibility standards. Content design and development are based on W3C international standards through groups of users placed side by side with our work team. interact support services test cross-platform compatibility for operating systems and browsers and interoperability with terminals and players, a key feature in the wireless environment.
- **Web and messaging services** for hosting your space on Internet, managing mailbox and mailing lists and transmitting audio/video files via streaming or podcasting. You may select the best package for your requirements in terms of Web space, bandwidth and activated services.

Digital Media

Streaming at the service of communications

Video today is the most popular tool for communicating and sharing information ranging from the cell phone TV screen to on-line communities through to IPTV platforms of major operators.

The solutions proposed by interact for the organisation, presentation and delivery of audio/video contents onto digital networks (UMTS, GPRS, DVB-S, DVB-T and Internet) have been designed to meet the requirements of companies, institutions and telecommunication operators working with fixed and mobile networks.

■ **Video assembly** is a turnkey solution for institutional communication enabling public administrations and other governing bodies to videorecord and broadcast all Assembly Halls events and activities onto the Web.

■ **interact mobile** offers a combination of Mobile Live TV, VOD contents and facilities for mobile communities such as videoblogs and dating, via interactive video portals with immediate access and browsing capabilities. Telephone operators equipped with these tools enhance and diversify their services for the benefit of their users as well.

■ **interact IPTV** offers technological solutions designed for IPTV systems for operators, companies and institutions, covering all the steps of development and use of video platforms on IP from capturing content to broadcasting through to quality control.

■ **Professional products for streaming and digital media.** We integrate the latest and most advanced digital technology in interact solutions thanks to a network of partnerships with major world-wide producers of digital media. Our partners' product may be purchased directly on www.streamcast.it where RealNetworks **Helix servers**, **Adobe Flash** software solutions, **Osprey** and **Digital Rapids** video capture cards, Viewcast's **Niagara** integrated systems for streaming, **Vidiator** mobile solutions and the **Bluefish444** and **Lynxstudio** cards are available.

■ We also offer **professional supporting and consultancy services** spanning the entire development-to-maintenance spectrum, definition, implementation, deployment and support, by qualified project managers and engineers.

Audio/Video Production

Products and video services not only for the Web

In our Rome multimedia lab **itvstudio1** we create a wide range of cross-media authorial productions: video documentaries, corporate and institutional films, commercials and jingles. Our commitment in the field of digital video technology and the ongoing search for up-to-date solutions have given rise to an all embracing network of innovatory productions ranging from Web TV projects to new scenarios in the mobile planet.

interact further offers you a wide range of integrated audio/video services such as on-site filming, conversions, digitalisation, DVD authoring, dubbing and casting.

- **Commercials.** We supply a full service comprising all the steps of creation ranging from design through filming and editing, with 2D and 3D animation, video graphical effects and original music right up to broadcasting.
- **DVD.** **interact** specialises in producing video DVD with a vast range of multimedia contents both interactive and personalised. Our highly professional team follows attentively all the work steps, from filming to audio/video postproduction, from graphic implementation to authoring through to the production of the master and of the final product. As an alternative, support may be provided during the single steps of the production process.
- **Production and Audio Services.** We provide an entire range of professional audio solutions for any type of requirement: musical post recording, multilingual dubbing and voice over, audio production and post production, Royalty Free music library, restoring and digitalization.
- **A/D Conversion.** Thanks to a highly professional technology making it possible to obtain maximal image and sound fidelity, we are able to provide complete services for converting analog and digital videos, restoring, digital editing and DVD authoring, encoding and transcoding videos as well as audio conversions.



interact roma via angelo bargoni, 78 - 00153 roma - tel. +39 06 58318301 - fax +39 06 58318303 - info@interact.it
interactvstudio1 via angelo bargoni, 24 - 00153 roma - tel. +39 06 58318301 - fax +39 06 58318303
interact catanzaro vico genova, 1 - 88063 catanzaro lido (cz)