

# **Pace launches ‘Elements’ software platform with cloud-based capabilities**

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## **New video and broadband software gives operators full control to develop their services how and when they want**

Pace plc today announced the launch of Elements, a new software platform for the broadcast and broadband industries. Elements supports the design, delivery and management of digital content and services into and around the home, enabling operators to provide an outstanding consumer experience anywhere, anytime, across any device. The platform’s open, modular design gives control to the operator, allowing them to add new features to their services quickly and cost effectively, and to integrate it with other parts of their infrastructure as needed.

Elements:

- Gives operators the power to simply and cost-effectively innovate at the speed they want, in the way they want for their subscribers.
- Opens up new revenue opportunities by giving service providers the tools to quickly deploy exciting new applications and features across different devices. Examples include creating new live TV experiences by personalising your own football viewing, recommending must-see moments to friends, and instantly pulling and sharing team stats, as well as popular social networking and over-the-top (OTT) content.
- Delivers advanced search capabilities that help consumers quickly and easily discover and access different types of content across multiple sources within a managed service.
- Includes a cloud-based user interface, so that subscribers can personalise their video experience and access content in a consistent way across a broad range of connected devices.
- Links with Pace’s management systems for remote monitoring and control of operator and home networks, removing the complexity traditionally faced by service providers when delivering converged services to multiple devices.
- Has an open, modular design that easily integrates with a wide range of other vendors’ software and devices. This allows operators to build Elements into their existing infrastructure, and augment their systems rapidly and easily, as needed.

Mark Loughran, Regional Pace President, said: “Consumers are demanding new services, but want home entertainment to be a straightforward, enjoyable experience – as simple as turning on a light switch. This challenge demands a new way of thinking.”

“Elements is an important leap forward. It puts our customers in the driving seat, giving them complete power over how they develop their services. By taking control of their platform and the

consumer experience it delivers, operators can grow their subscriber base, find new ways to monetise, and stay one step ahead of their market.”

Today the platform consists of three modular products, customisable according to operators’ specific requirements. These extend from the operator’s network into consumers’ homes, supporting all aspects of multi-device content management, delivery and user experience, as follows:

- **Cobalt** – A range of powerful cloud-based software components that delivers customisable, fast, highly visual and interactive services across all devices. Cobalt attaches detailed metadata to content to support easy search and discovery, helping service providers maximise revenue opportunity from their valuable content.
- **Oxygen** – Pace’s contemporary user interface product that provides the visual components for creating great end-user experiences. Oxygen leverages the capabilities of the set-top box and exposes the rich functionality of the Cobalt / Tungsten Elements.
- **Tungsten** – Device software incorporating middleware, operating system and SDKs for set-top boxes, media gateways and other client devices around the home. Tungsten enables delivery of new applications and services across IP and broadcast to multiple client devices so that operators can attract and retain subscribers and increase revenue opportunities.

The Element platform is fully compatible with Pace’s existing systems management solutions, which are today deployed with Pace customers monitoring multi-play services. These systems provide operators with a complete view of the subscriber’s digital home including: diagnostics reporting to reduce unnecessary truck rolls and call handling times; quality of experience monitoring to provide feedback on customer satisfaction levels; automatic proactive fault diagnosis to identify network issues before they become critical; audience behaviour monitoring to support marketing and drive user experience improvements.

Elements is the latest addition to Pace’s expanding product and service portfolio, which enables operators to evolve digital services at the speed they want, how they want. This portfolio includes a wide range of pioneering set-top boxes and gateways, sophisticated software, highly specialised customer care call centres, business consulting and product delivery services. These products and services are designed to support telco, cable and satellite operators in different global markets, regardless of their technology needs or market stage.

Pace will be on stand B19 in Hall 1 at this year’s IBC in Amsterdam, September 9th – 13th.

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