

Tata Elxsi takes Asian Operators & Broadcasters Digital at Broadcast Asia 2018

With transformation services built around OTT Video, AndroidTV, SDN/NFV & IoT

Meet us at Broadcast Asia 2018 – Booth 4B2-05, Suntec Singapore International Convention & Exhibition Center.

Singapore/Bangalore, June 26, 2018: Tata Elxsi - a leading brand in the global technology and services arena, is displaying digital solutions and services at Broadcast Asia 2018 in Singapore, from 26-28 June, highlighting the discovery and digital transformation journeys of operators and broadcasters.

Tata Elxsi has been at the forefront of integration and implementation of OTT Video solutions for leading operators and entertainment companies around the globe, combining award-winning user experience and consumer insights with technology to deliver differentiated viewing experiences.

The showcase at the Tata Elxsi stall in Suntec Convention Centre includes Falconeye™, the industry-leading solution for test automation and multi-screen testing and Quality of Experience monitoring.

Nagu Gopalakrishnan, *Director, Automation solutions*, will also be speaking on OTT test automation and turbocharging the speed of development with FalconEye, at the OTT exclusive TVeXchange on 26 June.

Also on display is India's first and only hybrid Android TV set top box solution that delivers a full bouquet of satellite TV channels and the best of the online world to the TV screen - pre-loaded with Netflix, YouTube, Google Play, games, movies and more.

The digital transformation section at the stall showcases how Tata Elxsi is bringing together IoT and AI to help operators across Asia deploy solutions around home automation and smart homes, and support operational efficiencies and network transformation.

Nitin Pai, *SVP Marketing* will be sharing insights and possibilities from across the world on how operators are tapping into new revenue streams in his session on 28th June, and joining a panel in the afternoon on successful implementations of AI in the broadcast industry.

About Tata Elxsi

Tata Elxsi is a global design and technology services Company and a part of the \$100+ billion Tata Group. Tata Elxsi works with leading MSOs, content providers and studios to develop innovative services and applications that create subscriber stickiness and drive revenue growth.

This is backed by over 25 years of design and engineering experience and deep specialization in video and OTT engineering and service delivery, a global delivery presence and offshore development centers in India.

For more information, please visit www.tataelxsi.com

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