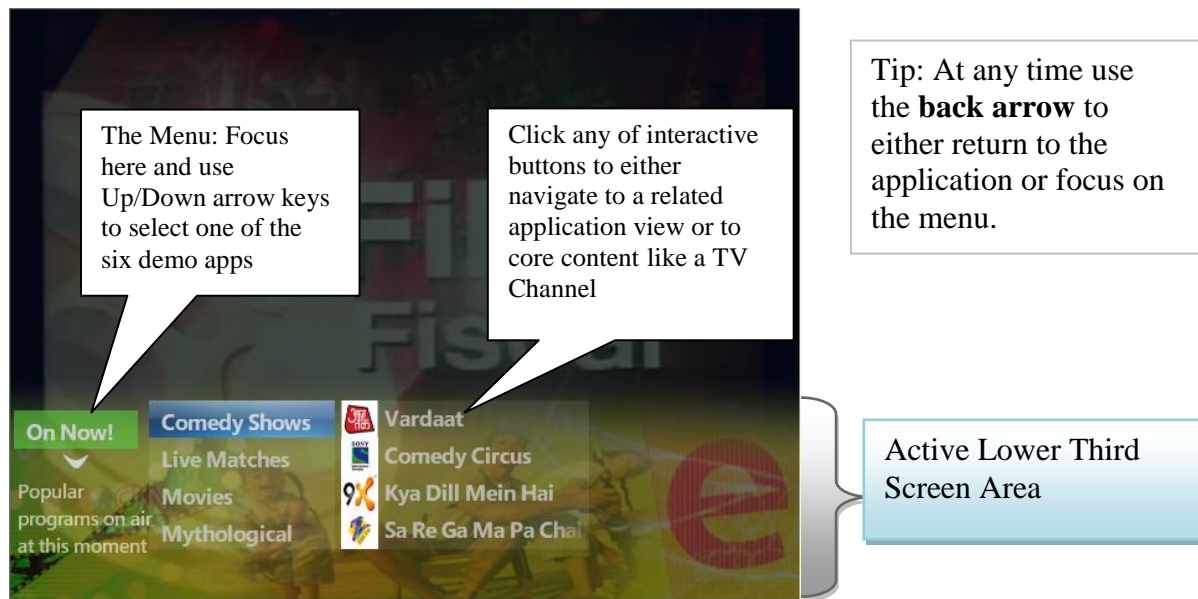


Reliance Communications

ACTIVE 'LOWER THIRD'

Connected Experience with your Content

While watching TV or VoD Programming users get a handy tool to discover related content, receive news updates, manage their account, set recording and reminders....All of this without leaving the main program since the application is visually weaved into the programming. The core experience of the IPTV service is retained, but it is enhanced with the benefits of web applications.



Applications (Access from Menu on top left)

- 1. EPG Match:** Recommend Programs based on the currently viewed program. Searches data from the next 3 days.
- 2. What's On:** Categorized listing of popular programs on the channel map being broadcast at this moment.
- 3. Last VoD:** Discover the movies of the stars in your last viewed VOD.
- 4. Offers:** Targeted VoD discount offers....just for you!
- 5. Cricket:** Live data overlay that can be extended to data feeds like sports/stock updates
- 6. Search:** Yahoo Directory Search for US zip codes