

yubuy®

Innovative interactive TV commerce solution that allows an easy, quick and secure purchase of services and goods, all of which are seamlessly integrated with the traditional linear TV user experience.

## Solutions that Simply Work

### Functionalities

- Products and services online TV store .
- Real-time integration with partner online stores'.
- Immediate click-to-buy process.
- TV optimized user experience.
- Social network integration (Facebook and Twitter).
- Advertising and products presented based on Client profile.
- Allows scheduling and 2nd Address delivering.
- Partner based profile maintenance.

### Differentiators

- Cross-sell with other products – e.g. Video on Demand (VoD).
- User-friendly application, designed for superior customer experience provided thru STB and Connected TVs).
- Revenue sharing business model that creates new revenue streams, such as: Flexible payment gateway that supports various payment methods.
- Versatile configure platform which allows quick integration of new partners.
- Minimal impact on existing technical infra-structure (cloud-based), minimal impact on existing operational and maintenance processes (fully automated synchronization of partner product catalogs', commission calculation module, InnoWave 1st line helpdesk and 2nd line support, partner self-care portal).
- Support for a multitude of customer facing channels (TV, Connected TVs, Consoles, Kiosks, Mobile, Tablet).

### Benefits (mostly business terms)

- Make your customers happier, allow them to take more value from your service, higher customer retention.
- Make money on advertising
- Make money on revenue share model approach

“The pioneering launch of yubuy®, in partnership with InnoWave Technologies, represents the strong investment of Vodafone in innovating its TV service and in establishing partnerships with Portuguese companies to develop and deploy innovative services that meet customer's needs. “

**António Margato**  
Head of Communications at Vodafone Portugal

# Solutions that Simply Work



#### Technical specifications:

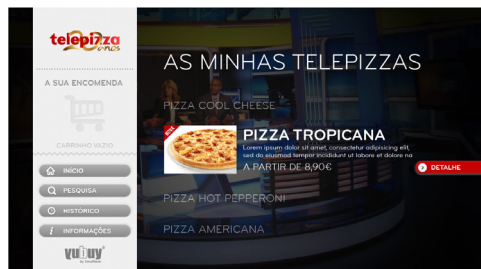
Cloud based backend

J2EE backend

Web-services API layer

Oracle or SQL Server DBMS

Support for different UIs: Microsoft Mediaroom, Java TV, HTML5 / Javascript



#### About InnoWave

InnoWave Technologies, S.A. (InnoWave) is a technological company with a strong international focus and expertise in BSS (CRM and Billing), OSS (Network Provisioning and Service Fulfillment) and Multimedia (Interactive TV, mobile applications and Smart-Kiosks). InnoWave currently have customers and projects in Portugal, Spain, Belgium, Spain, UK, Poland, Denmark, Greece, Italy and USA.