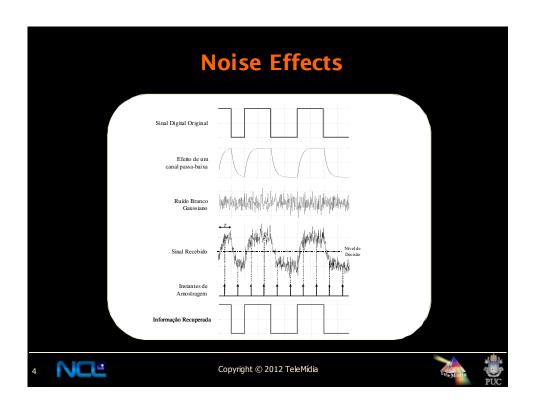
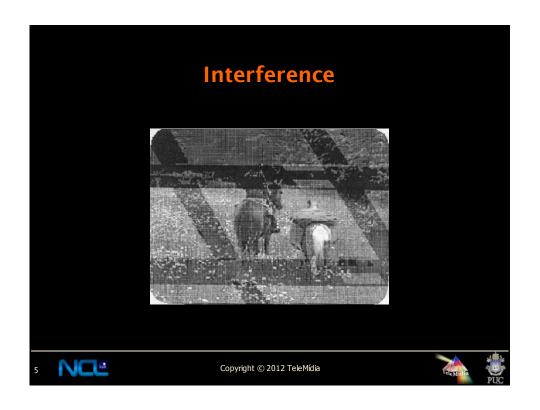


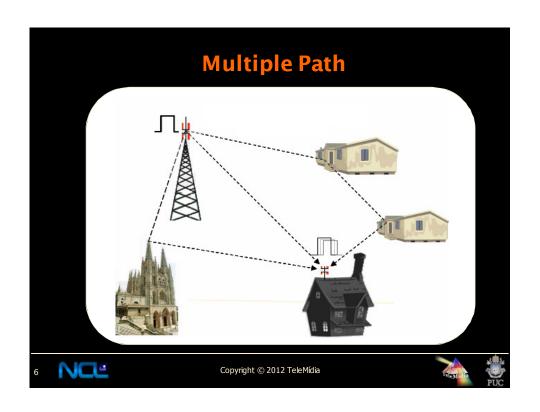
## **Agenda** · Digital TV overview · Some Demos: Middleware requirements · DTV Reference Model · Ginga: NCL (Lua) · Final Remarks NCE

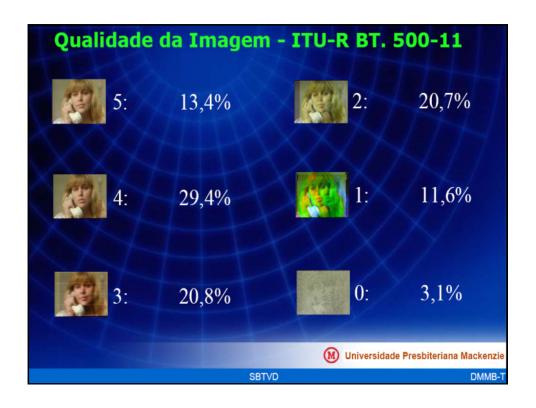
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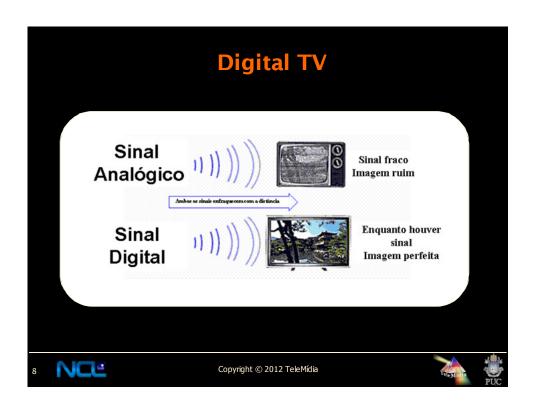


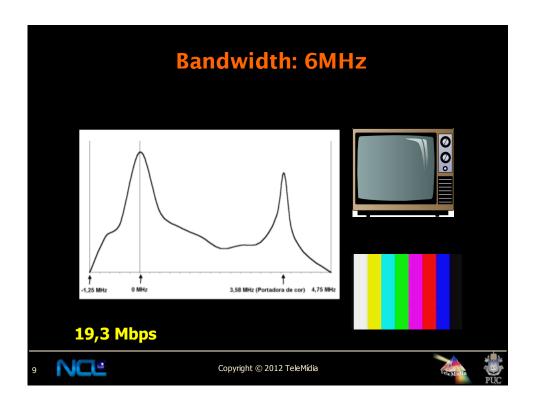


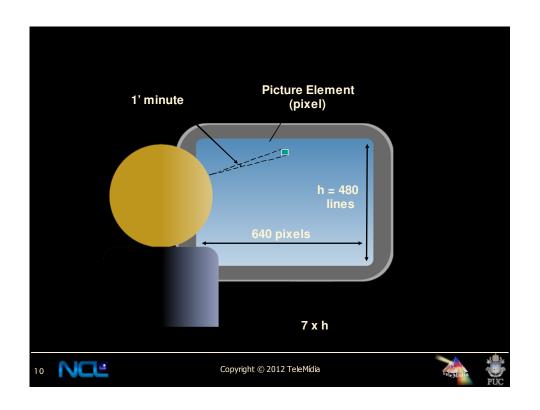


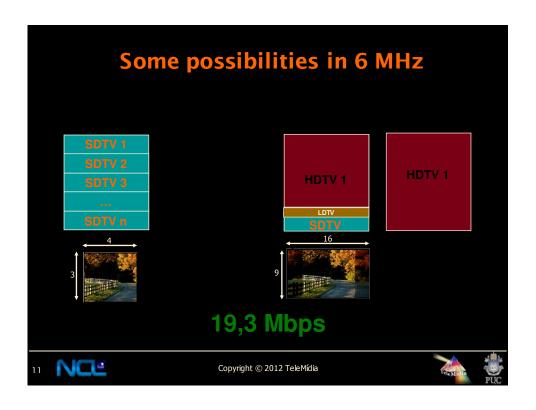




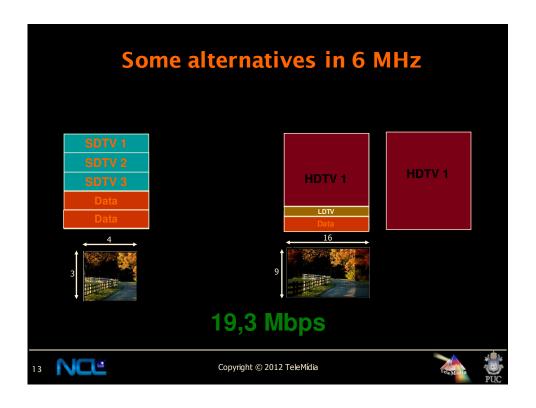


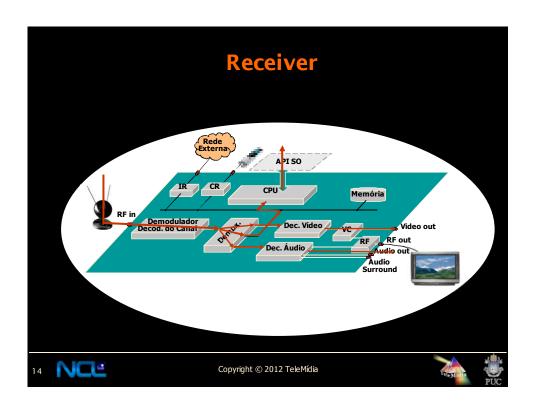




























## **Application Types**

- Additional content without any semantic relationship with the TV program (main video)
- Additional content related with the TV program, but without any synchronization with the main video
- Additional content related with the TV program and synchronized with the main video
- Interactive narratives



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## **Additional Support**

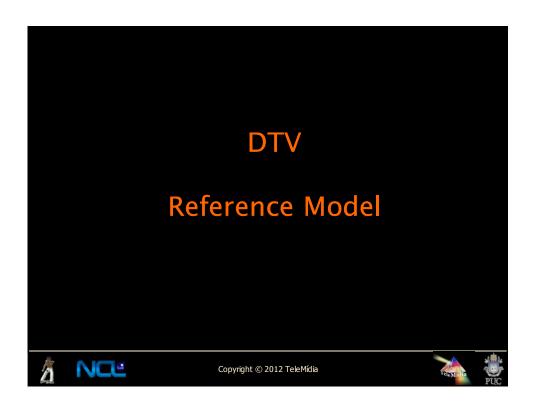
- · Interactive channel
- Multiprogramming
- · Multiple exhibition devices

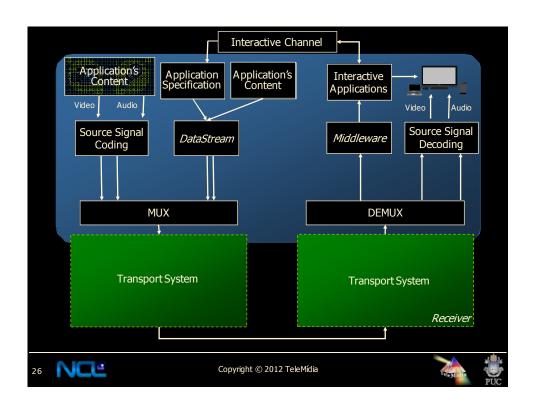
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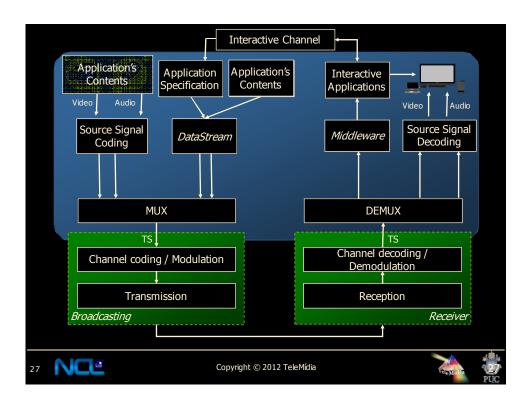
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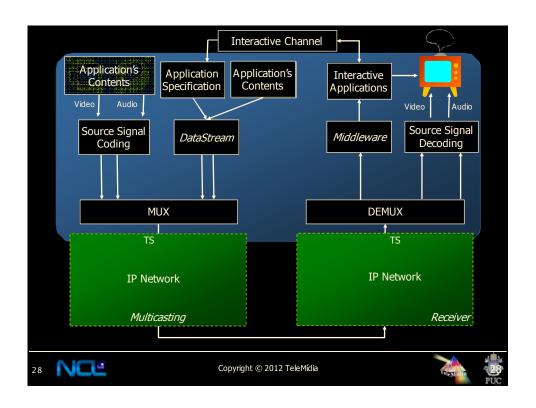


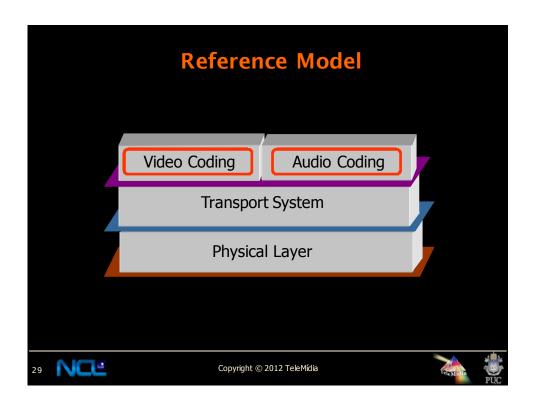


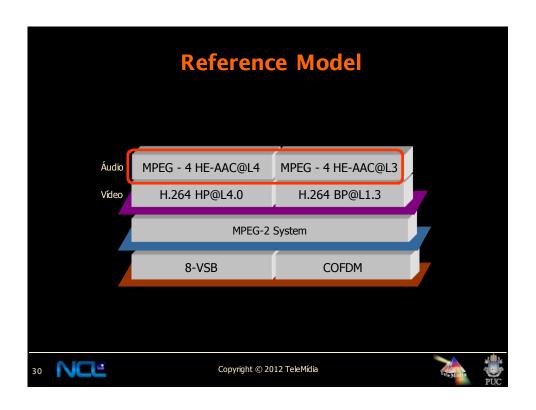


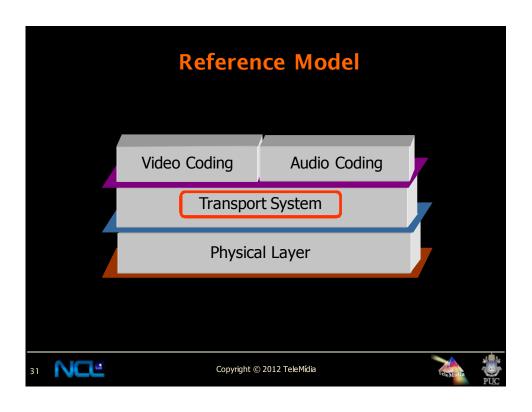


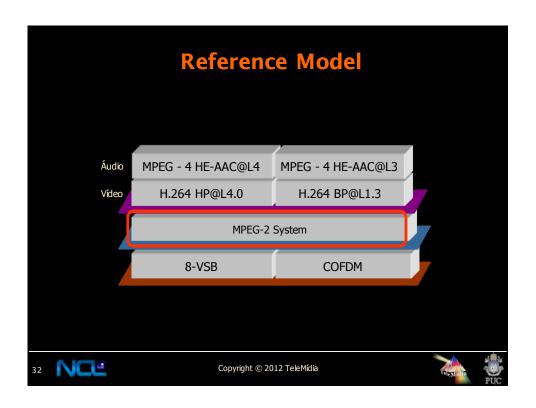




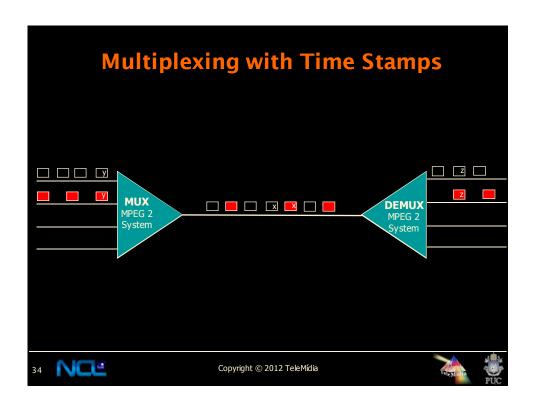




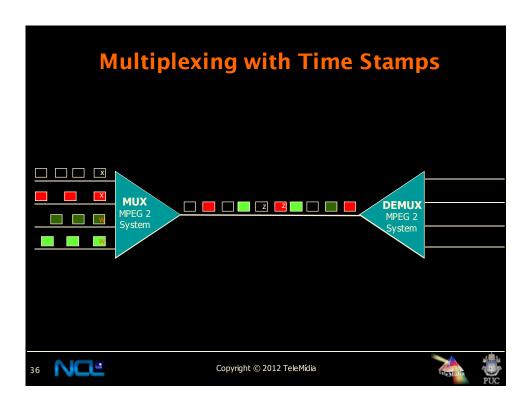


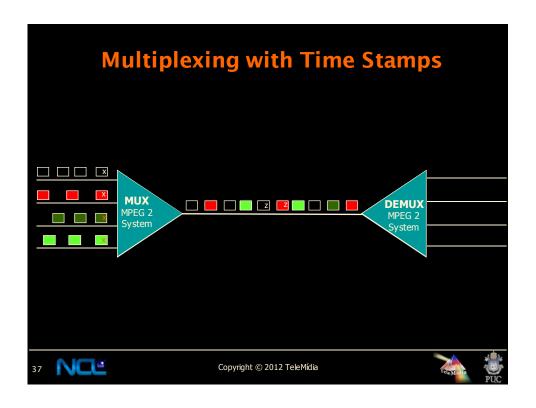


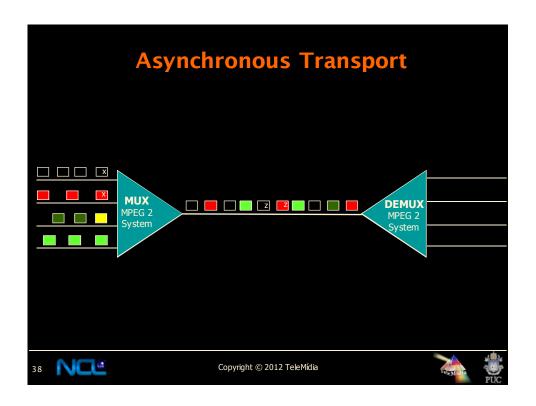


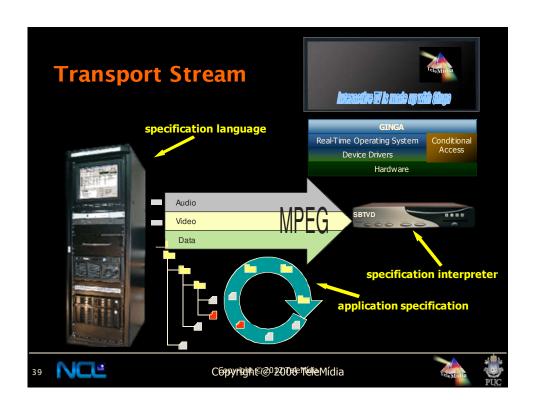


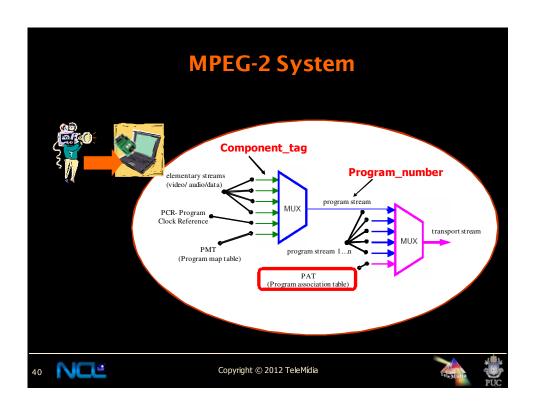


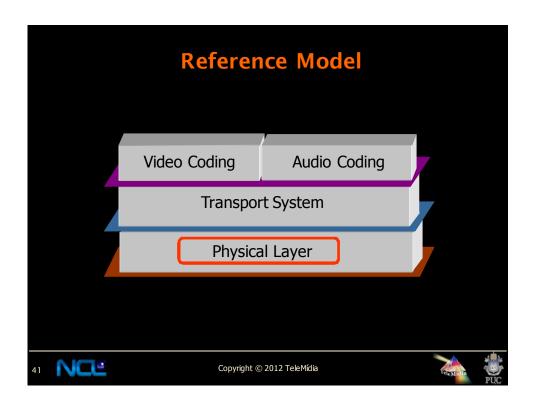


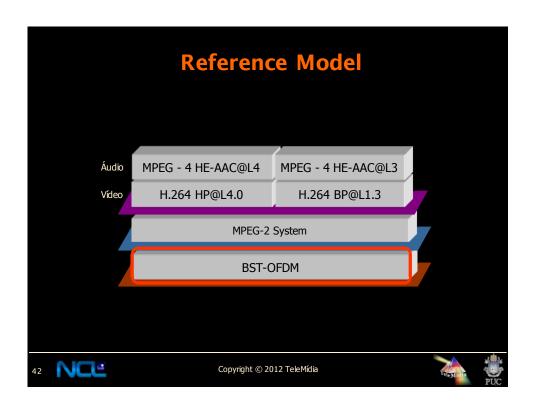


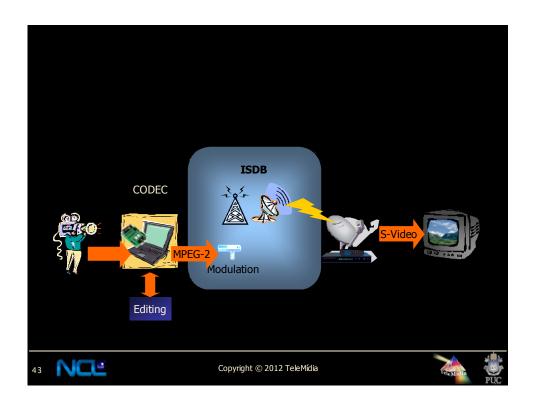


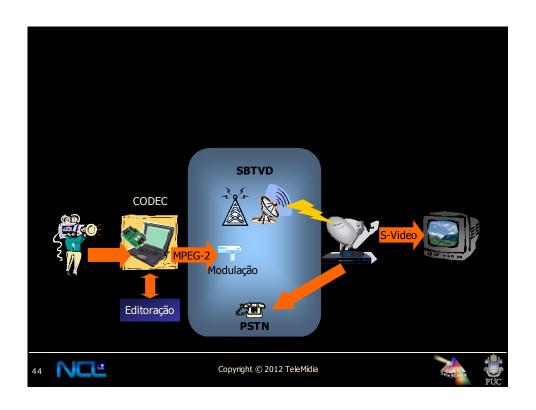


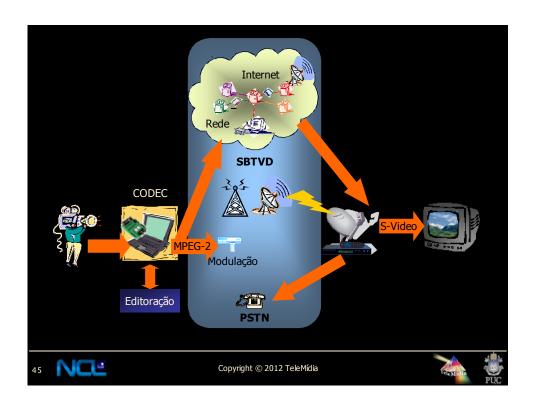


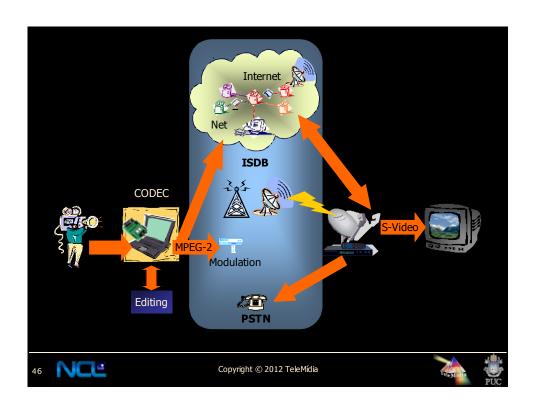


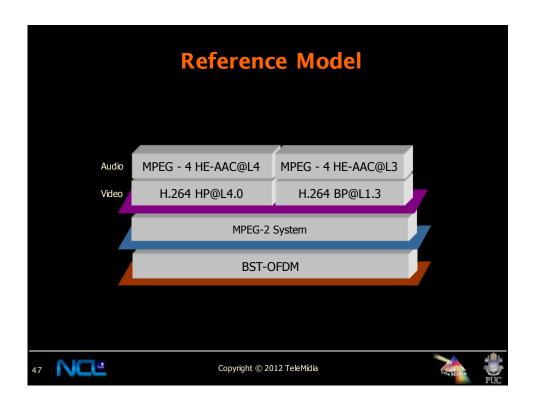


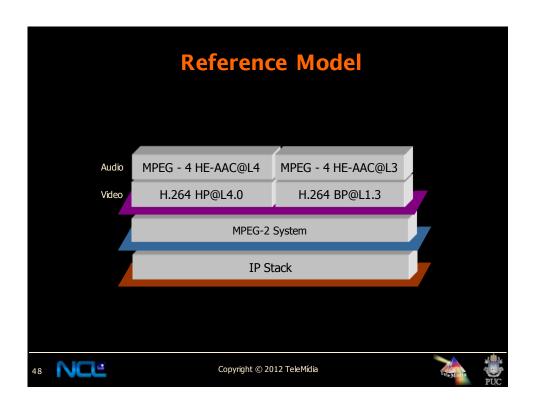


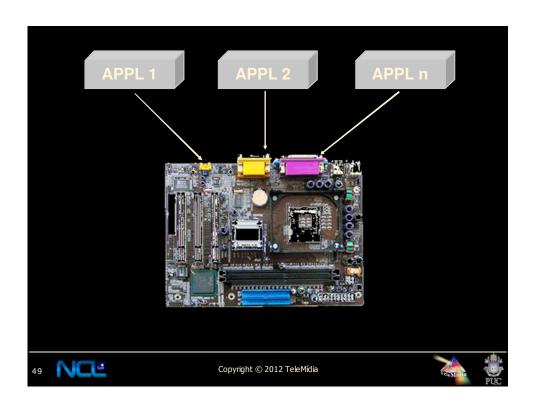


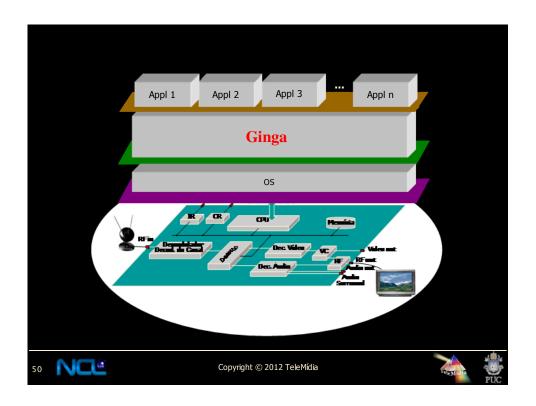


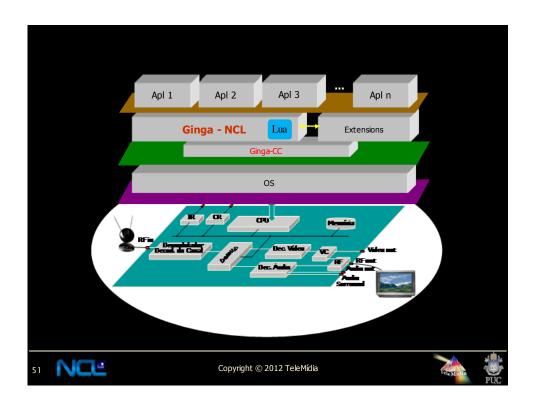


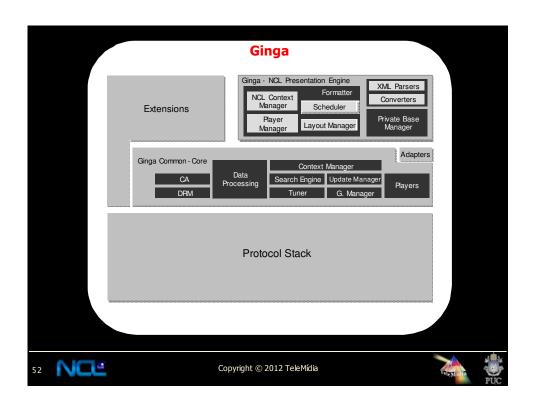


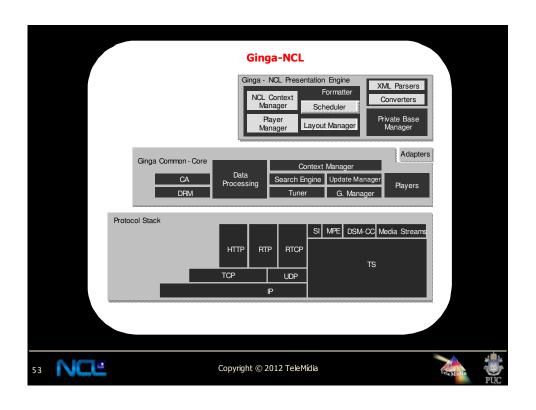


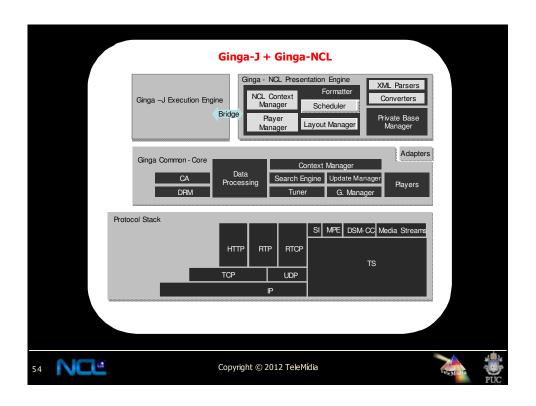


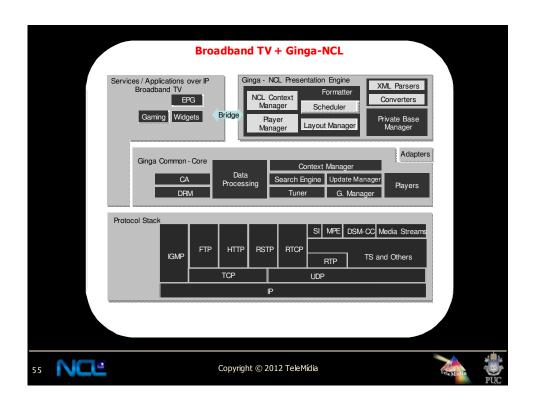


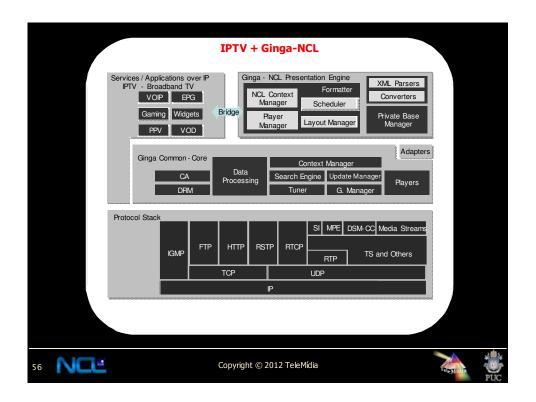


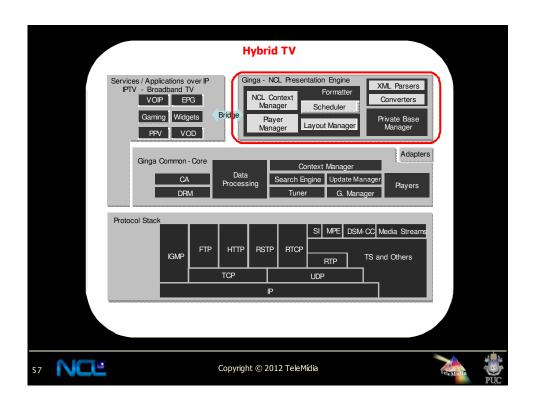










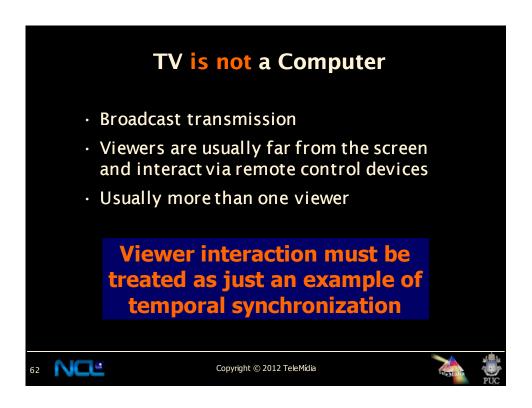












## TV is not a Computer Broadcast transmission Viewers are usually far from the screen and interact via remote control devices Usually more than one viewer Video based applications Structure-based synchronization

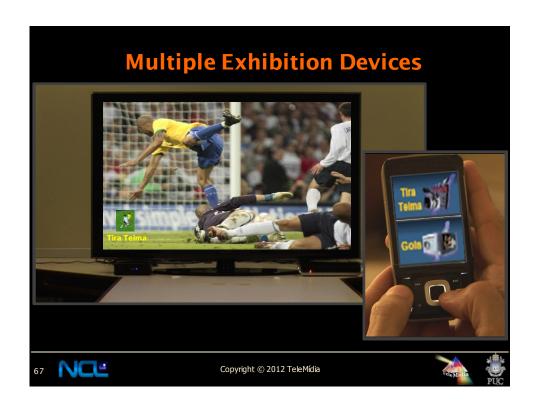


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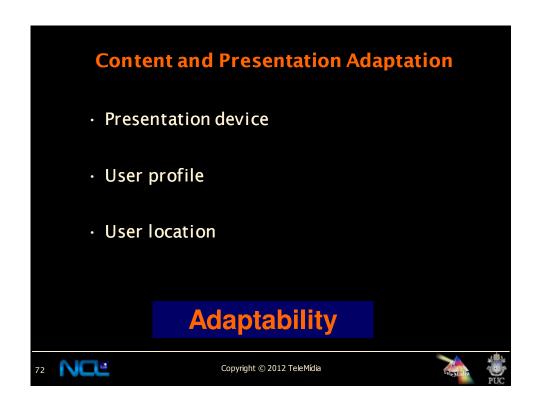




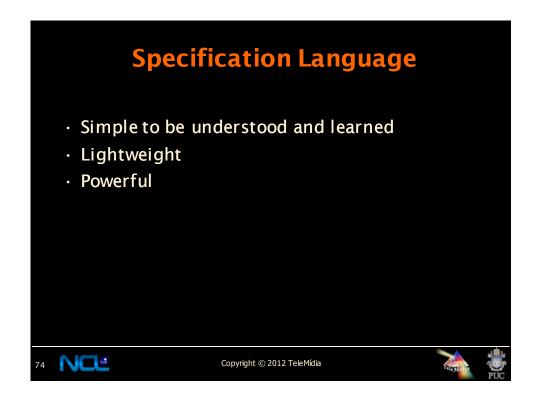








		TV	TV (cable)	Tel. Fixed	Mobile	Computer	Computer +	Has never used a Computer	Have never used the Internet
	TOTAL	98%	25%	34%	88%	46%	40%	41%	45%
	Urbain Area	99%	28%	38%	90%	51%	44%	36%	39%
	Rural Area	93%	7%	11%	72%	15%	10%	71%	77%
	Class A > R\$ 4.151,00	100%	85%	87%	99%	98%	97%	5%	5%
	Class B	100%	53%	63%	98%	84%	78%	14%	17%
	Class C	99%	20%	32%	92%	44%	36%	40%	45%
	Class DE < R\$ 1.245,00	92%	3%	9%	69%	9%	6%	74%	80%
	5.2.12,00	) = n	2.70	- 70	0,70	3.70	J N	7.70	00 /3
73	Dados de 2012/2013, publicado em 06/2013 pelo CGL.br								



### **Programming Paradigms**

- · Imperative (procedural)
  - algorithm specification: "how to do"
  - more expressiveness
- · Declarative
  - specification: "final intention"
  - highest level specification



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### **Specification Language**

- · Simple to be understood and learned
- Lightweight
- Powerful
- · Declarative DSL language

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### **NCL**Nested Context Language

- · The Brazilian innovation in the ISDB System:
  - NCL (Nested Context Language) declarative language
  - Its script NCLua language
  - Its engine: Ginga-NCL middleware.
- · ITU-T H.761 Recommendation for IPTV services
- · ITU-R BT 1691-1 Recommendation for Terrestrial DTV



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### **Functionalities - Declarative support to:**

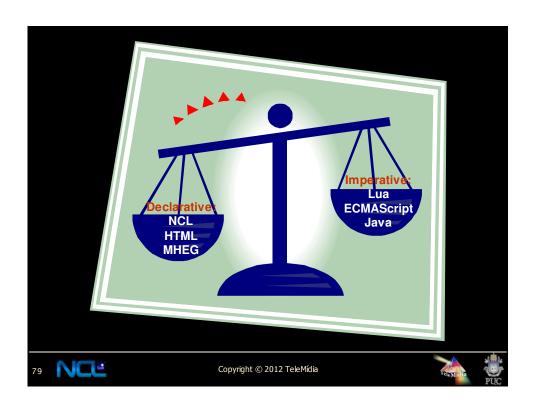
- Media synchronization
  - Interactivity as a particular case
- Adaptability
- · Different distribution networks
- · Multiple exhibition devices
- · Live edition

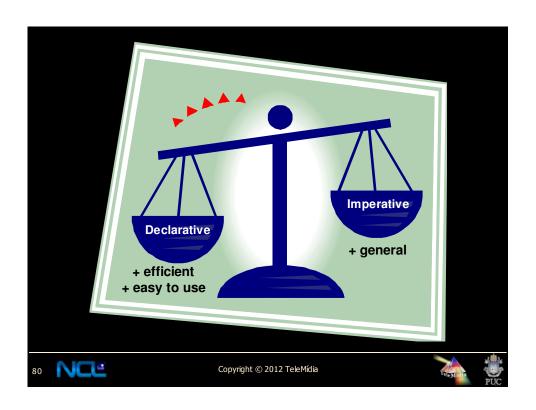
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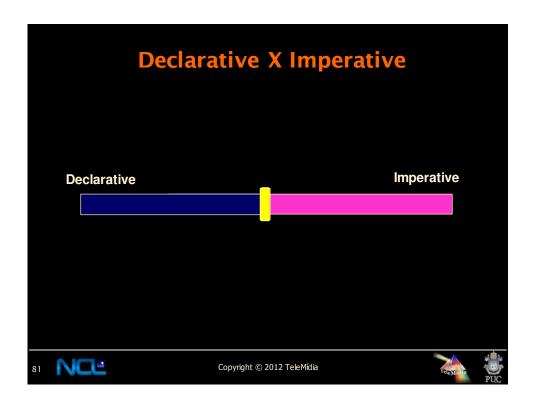
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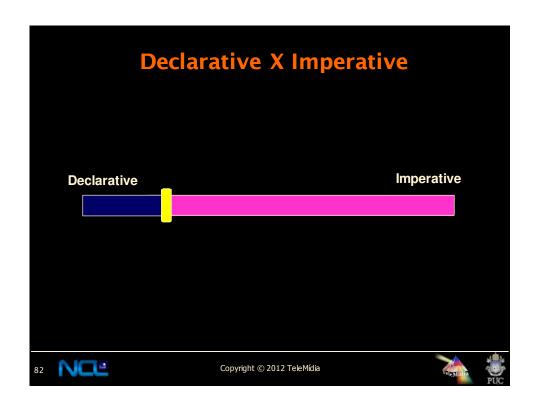


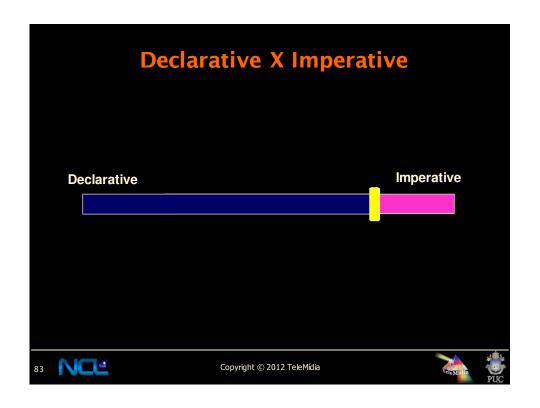


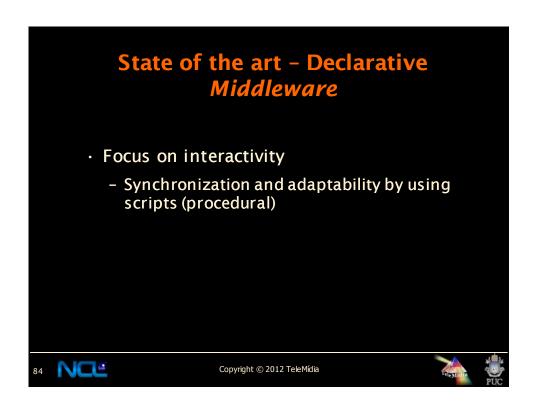


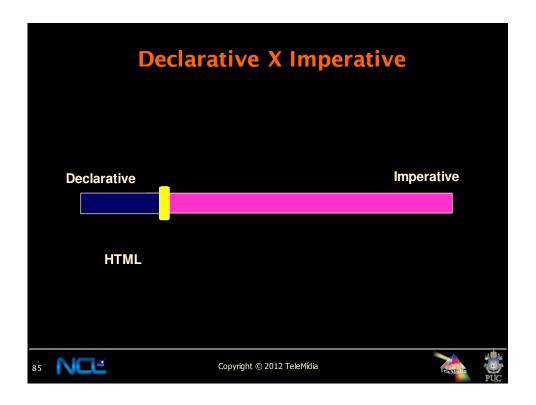






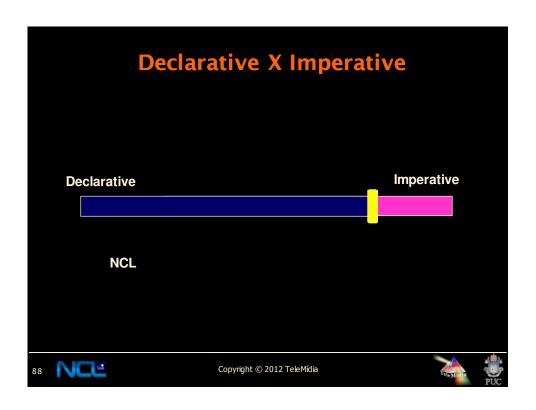


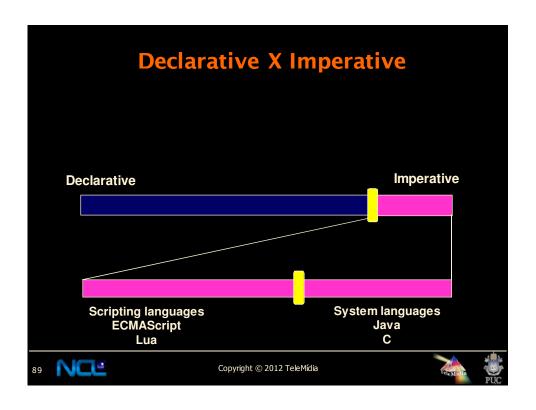


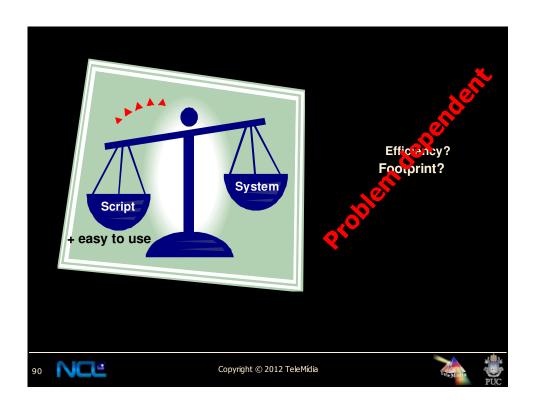


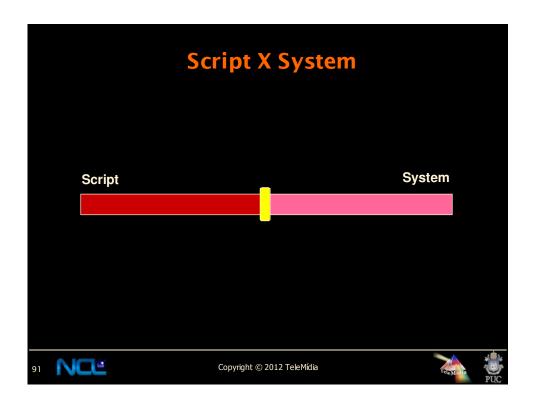


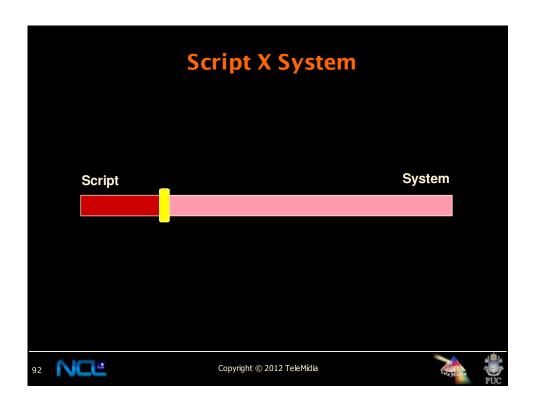
### NCL - Nested Context Language Synchronization support Structure-based synchronization Interactive channel support Multiple device facilities Support for content and presentation adaptation Live editing support NCL is free software Copyright © 2012 TeleMidia

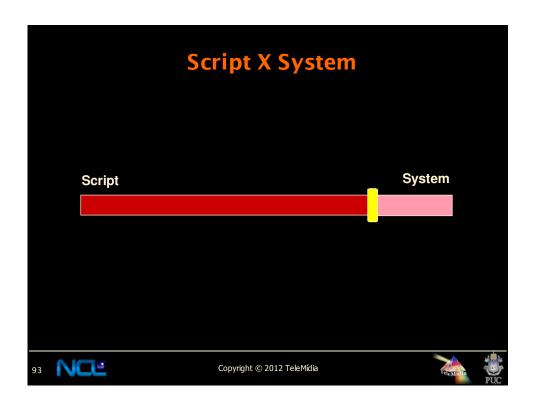


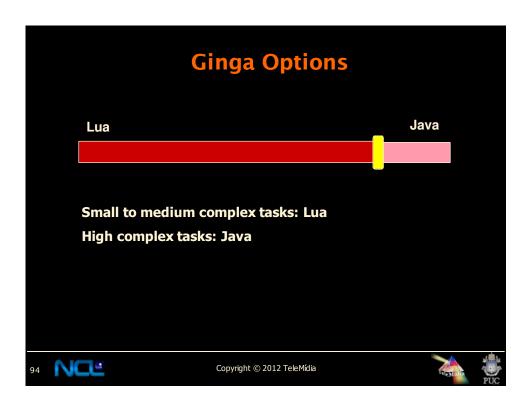


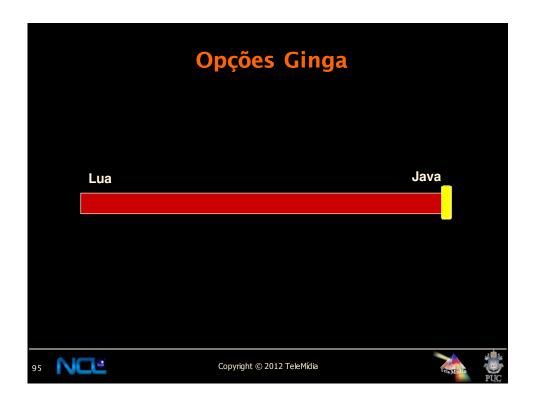










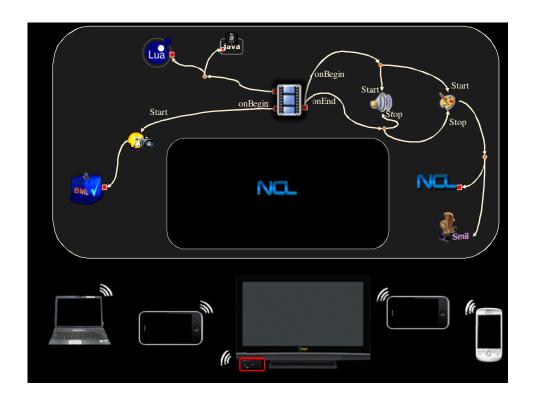




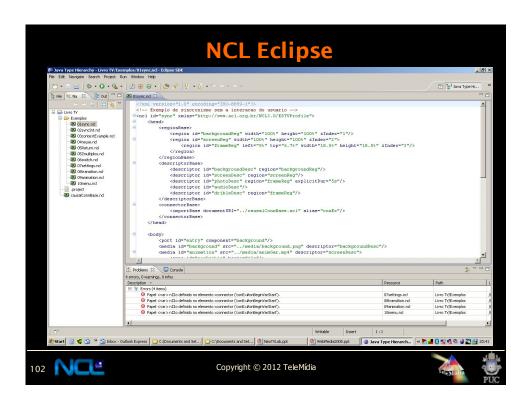


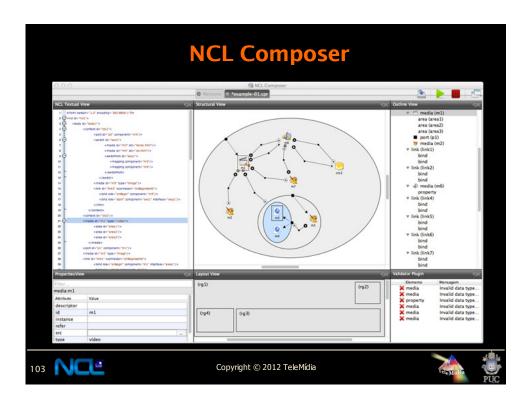








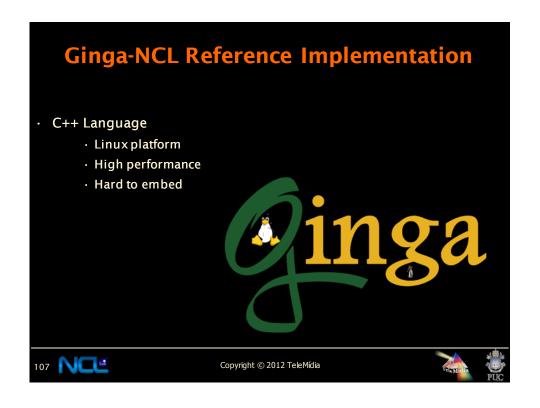






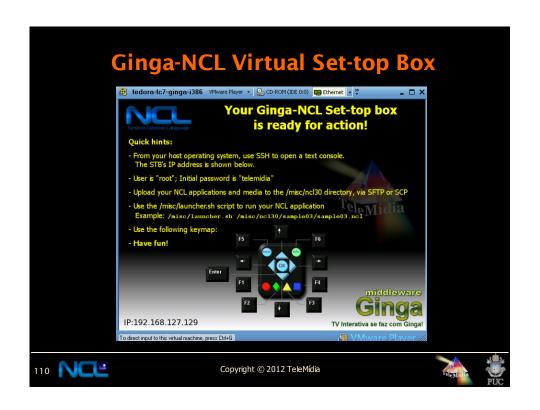




















# NCL 4.0 - Higher level abstraction for relationship definitions - Better support to context aware applications - Support to multimodal interfaces



# NCL 4.0 - Higher level abstraction for relationship definitions - Better support to context aware applications - Support to multimodal interfaces - Support to 3D objects - Multiple devices - Social media

