

Objectivity Case History

Customer Information

Customer: Pioneer Digital

Status: ☒ SOLD ☐ Prospect ☐ Integrator
Industry: Video delivery and billing.
Application Domain: Movies and Entertainment
Status: In Development
Platform: Sun Sparc
Compiler: Java
Other Tools:

Buying Criteria

Pioneer digital is a conglomeration of several large international companies including Time Warner Cable. With an exclusive non-disclosure agreement, some of the information contained herein is company sensitive and has been redacted, appearing as [REDACTED]

This company uses Objectivity for Java on large Sun Servers and Workstations to produce and manage video on demand (VOD) and pay-per-view from a standard (Pioneer) set-top-box. A catalog of choices as well as subscriber identification and billing are some of the system integration tasks performed by the Objectivity piece of the system. Some intricate coding techniques were used to activate and manage various portions of the system. With the Objectivity piece being just one of the many complex subsystems, it acts like a glue layer coordinating and verifying complex input and output.

The code uses complex Java for interacting with these other systems. Although the data is not that large to start, it does plan to support hundreds of thousands of subscribers. The product is sold to cable operators as computer servers. These servers in turn obtain and distribute content and interact with the other cable operator systems. This product generally makes it easy to integrate pay-per-view on a wide variety of existing cable systems. They use Objectivity to hold configuration information and also use the one logical view from any client to integrate seamlessly.

Objectivity code is used on a special server that interacts with the content providers as well as the cable system. Client set-top-boxes communicate with this server and many others to get a task done. The client code may request special content or pay-per-view information for display, when a feature is played Objectivity is used to manage the coordination and proper execution of this task (business rules). Currently supporting only pay-per-view the version 1.0 software is nearing completion. Video on demand (VOD) is planned for future versions and has been designed into the current system.

Promoted to cable operators as a smart TV product Pegasus delivers an improved customer set-top experience by selling the latest and greatest movies on pay-per-view. In future releases, [REDACTED]

The Objectivity architecture matched well with this system architecture by using the distribution and one logical view. .

Why Objectivity

Objectivity with its proven speed and flexibility was perfect for this complex integration job. With microsecond object access times (on complex data) Objectivity easily handled the complexity of this application with room to spare. The one logical view from any client, was critical, also the multi-threaded

aspects of Objectivity are used quite heavily. In general the flexibility of the Java interface was an enabling technology for integrating a complex, on demand product, into a complex and diverse environment.

Contact Information

Objectivity Rep: John Jarrell
Customer Contact: Paul Hubenig
Phone:
Email: