



LOCALIZED iTV PORTAL PACKAGE

CloverLeaf Digital's Localized iTV Portal Package provides the news & information content that subscribers use most, an easy to use and compelling operator-branded user interface, and ongoing updates and management. Offered as a turnkey solution, our Localized iTV Portal will flexibly accommodate content and feature enhancements, as well as customized user interfaces and specific service requirements.

CONTENT PACKAGE

From Associated Press & other trusted providers

News

- ◆ World
- ◆ National
- ◆ Business
- ◆ Market Results

Sports

- ◆ National Headline Stories
- ◆ Major Sports Scores

Weather

- ◆ Local Current Conditions
- ◆ Local 3-day Forecast
- ◆ Local Radar

Entertainment

- ◆ Entertainment News
- ◆ Local Movie Listings & Show Times
- ◆ Horoscopes
- ◆ Soap Opera Recaps

Customer Care

- ◆ Products & Services Overview
- ◆ Customer Service Locations & Contact Information

USER INTERFACE & PUBLISHING

CloverLeaf Digital's proprietary iTV portal software

User Interface

Available with or without Dotdaily branding, CloverLeaf Digital's easy-to-use compelling User Interface is designed for iTV and customized with the operator's logo.

Dynamic Publishing System

A dynamic publishing system, including a database backed content management system residing on CloverLeaf's servers that allows for the integration of data feeds from multiple content providers, and the publishing of the data to CloverLeaf's templates.

Updates & Management

Ongoing management and updates for the Localized Portal through continuous monitoring and QA of all content. Multiple daily updates for most content areas such as news and sports, hourly updates of weather content, and daily updates of horoscopes and soap opera recaps.

Currently supported by ICTV's HeadendWare and Scientific-Atlanta's InView. Optional enhancements include: Customized User Interface, Local News & Sports, National & Regional Weather Maps, Dining & Events Guides, extended Customer Care, News Video Clips, Entertainment Video Clips, TV-Email, Flight Tracking, Traffic, Interactive Games.

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