



Genisys works to ensure a smooth roll-out of Direct to Home (DTH) TV services. New DTH TV services are being launched all over the world and Genisys has been working with Endurance Technology to provide testing services internationally, whilst cutting the cost by 25% to over 50% when compared to similar services sourced from Europe.

Direct to Home (satellite, cable etc.) broadcasters are constantly looking at ways to innovate and differentiate their services. This leads to specialist features being incorporated into the Set Top Boxes (STBs) used by consumers to receive the broadcast. New STB software and services need to be tested before and during the implementation and commissioning of DTH TV systems. This dynamic situation requires solutions to be provided in different countries depending on where the systems are being developed and commissioned.

Endurance Technology is a specialist outsourcing provider in the Digital TV and Broadband industries. Endurance provides expertise and solutions in the design development, integration and test of interactive and enhanced television infrastructure.

Genisys, has worked in simulated environments (such as Endurance's test laboratory), developed the test scripts and performed initial testing. This has led on to deploying teams in the country or region where the service is being set up. Genisys manages the test cycle to balance the requirements of early feedback on fixes to critical faults with providing system integrity checks and complete regression tests for the STB software. Genisys' staff work internationally and provide continuity between the laboratory test phases and the system implementation phases.

## The Benefits

Genisys has provided a highly flexible service with teams being deployed in various locations in Europe and Asia. Other benefits include:

- Use of a proven test methodology
- Knowledge in the necessary laboratory equipment and its set up is retained from project to project
- Knowledge in various STB middleware
- Staff continuity is achieved between laboratory test phases and implementation phases
- Outsourcing to Genisys typically saves 25 – 50%+ over using contract or in-house European based staff

## In Closing

The outsourced service has been a great success for DTH TV system integrators and STB software providers. Genisys has been able to provide its services in multiple regions to create a highly effective and cost efficient solution.