

Category of the startup:  
Innovative solutions for  
communication systems

«Smart TV. B@Home»

«TV IN YOUR POCKET»



Business Incubator Plekhanov Uni.  
Stremyanny lane 36

**Kisov Boris**

**Lukashev Nikolay**

[www.kisovboris.com/be@home/](http://www.kisovboris.com/be@home/)



## **HOW OUR PRODUCT WILL CHANGE THE WORLD!**

Several years ago, we decided to create a product that would allow anyone to watch high-quality video content anywhere in the world and on any TV, and this is the trend in the very near future digital TV projects, namely interactivity.

Our product is people-centered and carries an element of freedom: freedom of choice, freedom of information, freedom of movement! And this is something to aspire to modern society.

The objective of the product was to show the audience all the ease of choice and opportunity to operate additional functionality without any challenges! To watch what they want!

The purpose of the project –is the creation of universal product which was the main slogan - Easiness! Without satellite dish, without cable service operators and without additional configuration and payment to third-party operators – it's all in one!

Be @ Home - an innovative new generation multimedia product.

The idea of creating a multimedia complex Be@Home arisen by chance. In 2008, once again messing around with a satellite dish and with the settings of satellite receiver, we haven't found the required foreign channels, thereby missing a very important sporting event.

Currently, one of the problems in everyday life is that the opportunity to take other channels of foreign countries in Russia only through television satellites.

After analyzing all video content operators, we concluded that none of them provides an opportunity to watch foreign channels, even in the minimum volume that can meet the growing demand. Satellite operators as well have a limitation in the choice of language and thematic channels, availability of a satellite, the complexity of the installation of the antenna itself, and there is a problem with the subscription fee, which is mostly not available for Russian subscribers.

And indeed, why hundreds of thousands of people cannot get what they will use every day?

The opportunity appeared promising economic niche that needs attention right away. Nowadays more and more people are uncomfortable with the lack of this type of service and technological solutions.

Options for solutions were myriad, but they did not give one and the most important - high-quality video transmission from another country without interference, and most importantly speed switching channels. This feature was one of the most important, because affect the mood of the consumer sector, and in the future loyalty of the product.

Solution of a problem was clear. Technical education in the field of telecommunication made it possible not only to study all existing trends, but also to offer an innovative solution described in the candidate of science's thesis and protected in front of Academic Council.

The key advantage was the fact that the application of new technologies increased the efficiency of signal transmission from another country. This will give customers the latest services that will use every day. These include the progressive filtering across the spectrum of TV channels, which allow to introduce, for example, the query "Bahrain news" and intelligent filtering instantly will give you a list of channels on the given topic. This is an excellent opportunity for economists to look at any situation, regardless of the point of view of analytical agencies.

Our business model is based on the services that will be so attractive for end users that they will be ready to go to the additional costs to meet their needs for information, entertainment and comfort.

Be @ Home product is able to meet a wide range of consumer needs and has three complementary paths of development:

- Live TV: To broadcast foreign TV channels.

- Selection by criteria: provision of selected video content for HoReCa and other business sectors.
- «TV in your pocket": the ability to use the product anytime, anywhere!

In conclusion, I would like to tell that the mass penetration of the Internet in everyday life and increase of connection speed, the availability of HD-TVs, as well as a robust environment for viewing online video on home networks - all of this combination in order to transform usage of online HD video broadcast in reality.

Our product has clearly formed a mission to popularize and disseminate up-to-date information anywhere in the world and carry an ideological goal, allowing to change the world!

Our product - is a guaranteed source of inspiration from watching!