

## Beyond 4K: Building a future-proof entertainment platform.

PCCW traces its roots back to 1882, when the Hong Kong Telephone Company first provided telephone services in the then British Colony of Hong Kong. Now Hong Kong's largest communications services provider and leader in communications throughout Asia, PCCW operates Hong Kong's largest broadband and subscription television service.

### The Challenge:

PCCW was the world's first company to offer commercial IPTV services in 1997. PCCW developed its own user interface and back office systems to run its IPTV service, driven out of necessity and the desire to innovate. Throughout the years PCCW acquired multiple set-top box suppliers as the service expanded.

In 2015, the company made plans to launch 4K/Ultra HD services with a new manufacturer, Samsung. The relationship provided an exciting opportunity to partner with a leading consumer electronics brand, but represented a fourth hardware architecture and third manufacturer in its installed base of over one million devices.

Having selected best of breed with each generational advancement, PCCW found itself with a device management problem having several legacy suppliers and adding yet another into its network.

### The Solution:

PCCW engaged Amino to port AminoOS on to Samsung hardware and optimize the platform for performance of their latest 3.0 user interface. Amino also delivered certified Netflix™ and YouTube™ applications for the Samsung platform and developed an Android sandbox environment that enabled PCCW to run their Android apps for customer self-service, financial news and education on the Samsung platform.

Amino was also tasked with porting AminoOS to three other hardware architectures in the PCCW network, completely replacing the software stacks that were shipped from the original suppliers. This effectively doubled the performance of the legacy hardware by optimizing the hardware performance.

### The Outcome:

As a result, PCCW now has a common software platform – AminoOS, – that spans four hardware architectures from three hardware vendors. As a result, the cycle to test and deploy new versions of the PCCW user interface has been reduced from 12 months to less than three months – a four times improvement.

### Customer Quote:

“Amino's performant device software and its professional development team provide strong support to PCCW Media, creating a unique and powerful platform for today and future service innovations. For instance, on top of AminoOS, PCCW Media is integrating our next generation user interface (UX3) empowering customers to access rich content offerings with greater ease.”

Belinda Chan

SVP of Technology & Operations at PCCW Media

