

Reach new audiences with next-generation user experiences to any TV

For Pay TV Operators, Broadcasters, Content Providers, and Streaming Services, the limitations of today's devices – from Smart TVs to Streaming Sticks – have constrained businesses for decades. Devices, that are often expensive and under-powered, have hindered innovation and limited operational flexibility, impacting a services' ability to reach new audiences and grow. The time has come to say goodbye to the limitations of traditional devices and the constraints they put on businesses.

Synamedia Senza transforms any TV into a powerful, cloud-powered platform, reducing costs and redefining user engagement – removing the limitations of traditional devices and giving businesses the freedom to unlock new markets and offer new user experiences. This transformative and limitless approach to delivering entertainment experiences allows for rapid updates, enhanced user experiences, and reduced operational costs, all while maintaining compatibility with existing video delivery infrastructure.



Grow your audience and extend reach

With lower cost hardware, lower operational costs, and lower total cost of ownership, your business can reach new lower ARPU markets and audiences that were previously out of reach.



Reduce operating costs and unlock new operational models

Deploy updates instantly with Web-like agility and personalise the experience in ways not possible with traditional operating models and application technologies.



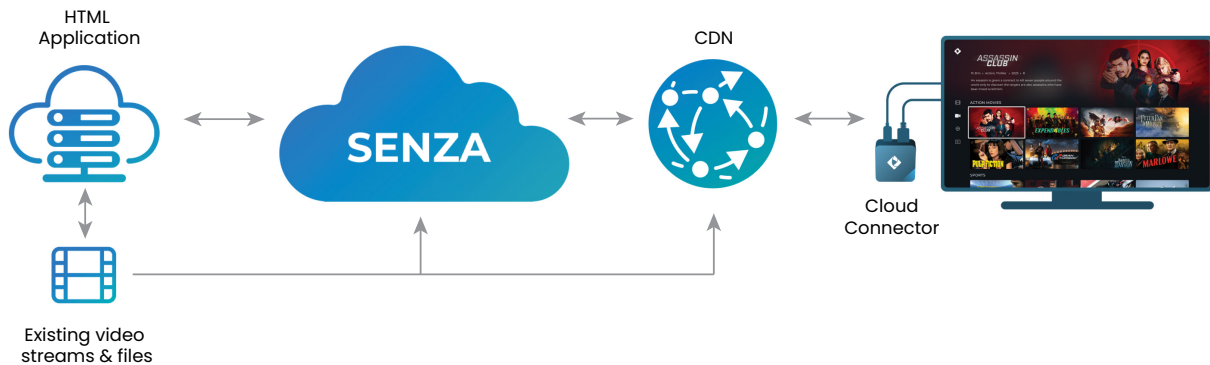
Pay-as-you-go pricing without revenue splits

Unlock new business models with pay-as-you-go SaaS pricing, using cloud resources only when necessary, and eliminate ad and subscription revenue splits.



Senza changes the rules for content delivery to any screen

Synamedia Senza shifts all graphics processing to the cloud, delivering all content to a compact low-cost Cloud Connector using low latency technologies. This new, disruptive approach unlocks new experiences and operating models and reduces total cost of ownership.



Key Product Highlights



Freedom from the limitations of on-premise devices

Eliminate the need for costly hardware that limits your business and user experience and gets less capable over time as software complexity increases.



Take full ownership of your revenues

With no hidden platform entry fees or revenue shares, Senza puts you firmly in control of all of your revenue, allowing you to choose the business models and revenue shares that suit your business.



Launch quickly using any existing HTML app and video platform

Migrate any existing Smart TV HTML app to Senza in weeks and use the same video infrastructure as any other streaming device, reducing time to market and helping you launch quickly.



Enhanced security

Enhance your security with burned-in hardware keys, Widevine L1 DRM, minimal local data storage, and advanced cloud security measures that protect content and user data more effectively.



Streamline operations and reduce costs with Web-like agility

Update the on-screen experience as quickly as a webpage, deploying changes in seconds, either globally or to specific cohorts and audiences.



Unleash new user experiences and differentiate your service

Harness powerful cloud-hosted graphics and interaction processing, create exceptional customized user experiences on any screen, and open up a platform for innovation that is no longer dependent on device capabilities.



An open platform for Developer innovation

Our comprehensive developer toolkit enables developers to quickly migrate your existing HTML app and start unlocking the full potential of Senza straight away.

Meet the Cloud Connector

The Cloud Connector used by Senza does one thing: play video. Why? Because that's all it needs to do. Everything else, including the user experience, is handled in the cloud by the Senza platform and streamed to the Cloud Connector – a revolutionary new approach that unleashes a host of new, unlimited possibilities.

Learn more about how Synamedia Senza can revolutionise your Home Entertainment business at synamedia.com/senza

