

Bullant Studios Teams Up With NDS To Deliver Content And Games For Interactive TV

The NDS iPartner Program is designed for content developers writing interactive TV applications using the NDS Core HTML/Java authoring environment. It was developed to provide mutual support to the interactive TV development community and ensures broadcasters have access to the latest and most advanced applications developed globally.

Bullant will use the NDS authoring environment to create applications to suit most platforms with minimal adaptation, making it easy to re-use content and minimise production costs.

"Our partnership with NDS and use of its Value@TV solution will enable us to extend our range of entertainment services and efficiently deliver interactive entertainment into millions of homes on a global scale," said Ross Symons, CEO of Bullant Studios.

Bullant Studios is responsible for over 200 games titles already developed for leading game consoles, mobile phones and other games media. Using the advanced interactive and security features of NDS' solutions, it will modify old favourites to run on the relatively low resources of a TV set-top box, as well as develop a new generation of interactive games for TV.

"The games market is one of the most exciting growth areas in interactive TV and offers broadcasters an enhanced range of solutions to grow their revenues per subscriber," said Sam Hamilton, iTV business development manager for NDS Asia Pacific Ltd.

"Melbourne is considered to be third only to Los Angeles and London as a production centre for high quality digital games, and Bullant is the first major Australian developer of games to commit to NDS Core middleware as an operating system for the future."

With the combination of NDS' playout synchronisation and secure smartcard system, Bullant Studios will also develop interactive TV games that will provide new features such as score and position retention. This will encourage multiple visits and channel loyalty, as well as allow broadcasters to charge fees for individual levels, shortcuts or other optional advantages.

"Overseas trends show that viewers, particularly teenagers, don't play games on TV in the same way as on a games console. Therefore, we need to provide the mechanisms for them to retain scores, positions, shortcuts or even payments, in a simple and secure way," said Mr Symons.