

# Exterity

Digital Signage and IPTV solution for a market leader



## About the project

Our client is a market-leading provider of IP video and digital signage technology that helps organisations to harness the power of video to engage, inform and entertain. Its end-to-end IPTV and digital signage solutions enable users to capture TV and video content directly from any source.

With IPTV, the user can easily distribute terrestrial and satellite television and radio, videos, DVDs, digital video-on-demand (VoD), digital signage, information boards, and web content throughout the facility.

Exterity's customers include BBC, NHS, Thomson Reuters, Dubai Airport, University College London, Stade Pierre-Mauroy, Sanofi, The Open, Six Senses Zighy Bay Oman, Royal Randwick Racecourse, Phoenix TV Beijing, and many more.



## The challenge

To keep products maintained to a high level, and to keep developing new solutions, our customer decided to extend the capacity of their core



## Industry

Media, IPTV, Digital Signage

## Technology

NodeJS, React, AngularJS

## Services

- Front-end development
- Back-end development
- Quality assurance
- Product extension
- Team augmentation

## Customer's Location

 The United Kingdom



engineering team by using an external service provider.

## The solution

Since the start of our cooperation, the team has mainly worked on two products.

The first one is an aftercare warranty solution that provides end users with software and firmware updates. It also includes:

- access to the support team
- bug fixes
- additional user interface options.

With its help, users can maximise system performance, manage the devices, update them and improve functionality.

For this product, our JavaScript engineers have successfully developed the front-end side using the AngularJS framework, which was already used in the core app.

At every stage, our quality assurance engineer monitors the development process to make sure all the functionality works properly.

As the development of some parts of the system requires testing on physical devices, e.g., special commercial TVs or customers' own media players, such hardware was set up in the ELITEX office so that the team could work efficiently.

**The second product** is a great video analytics tool, offering access to various statistics including the number and duration of views, etc.

As this product was new and had to be developed from scratch, the decision was made to build it with modern tools:

- React framework on the front-end side
- Node.js on the back-end.

## The result

Currently the team consists of:

- JavaScript developers of various levels
- QA engineer
- Project manager

The main task of the team is the extension of the customer's product functionality and supporting the existing apps.

As a result, a complex of Exterity's solutions became even stronger which allows the company to fulfill the needs of existing customers and engage with new customers around the world.