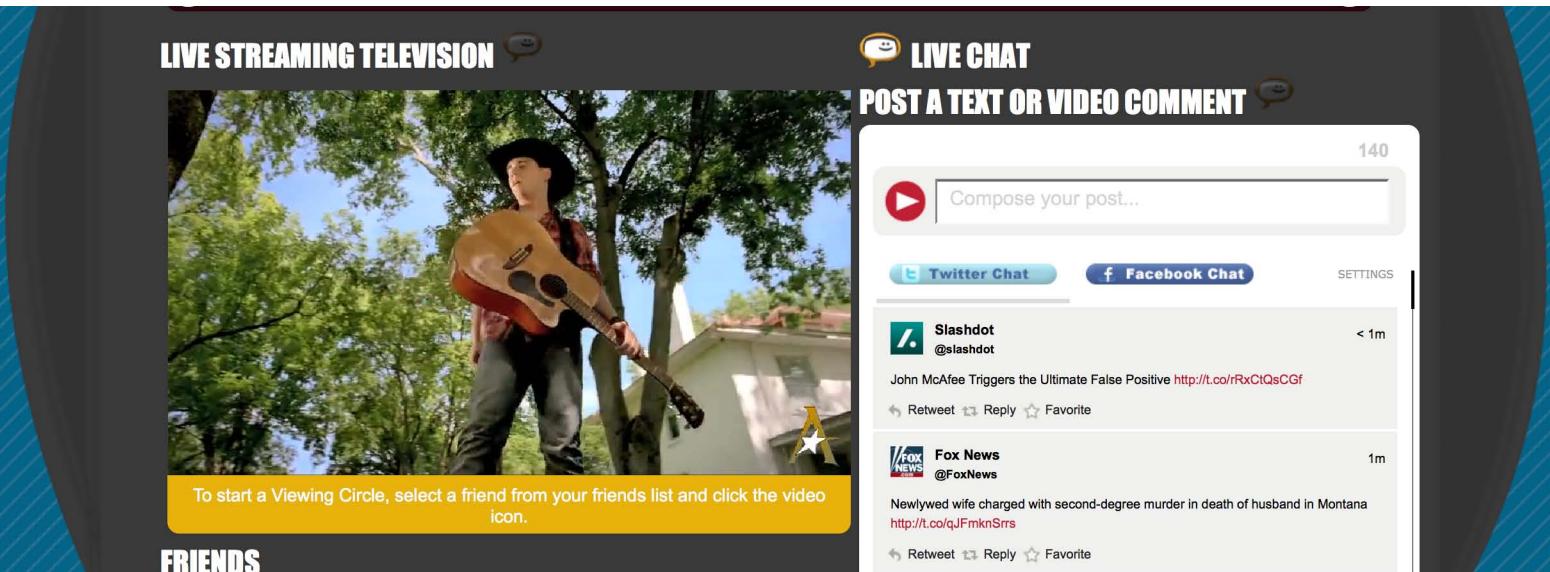


SimulTV

# A virtual living room for watching TV



The screenshot shows the SimulTV platform. At the top, there's a banner for "LIVE STREAMING TELEVISION" featuring a video thumbnail of a man playing a guitar outdoors. Below this, a yellow bar says: "To start a Viewing Circle, select a friend from your friends list and click the video icon." To the right, there's a "LIVE CHAT" section with a "POST A TEXT OR VIDEO COMMENT" button. The chat area shows two messages: one from "Slashdot" (@slashdot) about John McAfee, and another from "Fox News" (@FoxNews) about a newlywed wife charged with murder. There are also "Twitter Chat" and "Facebook Chat" buttons. On the far left, there's a "FRIENDS" section.



**SimulTV**  
Selma, Virginia  
[www.simultv.com](http://www.simultv.com)

## Results

- Created groundbreaking social television platform
- Combined interactive video, text and voice chat, social networking, and online search for use on a single device
- Developed and delivered marketable alternative to second-screen trend in television viewing

Provider of social TV unites interactive video, text and voice chat, social networking, and online search with Adobe ColdFusion

Friends and families have been turning together to television for entertainment for more than six decades—whether they are watching comedies or dramas, or cheering for their favorite sports teams. But new technology is changing the group dynamic, and SimulTV has created a solution to accommodate emerging viewing habits.

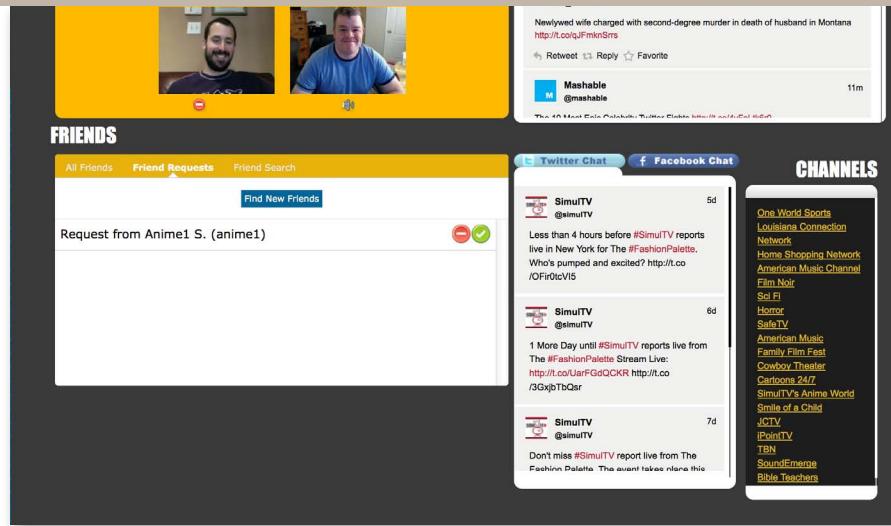
Research from the Nielsen Company shows that 46% of smartphone owners and 43% of tablet owners use their mobile devices as second screens while watching television. Viewers use second screens daily to engage more deeply with what they're watching. Nearly one-half of all tablet owners and just over one-third of smartphone users look up information such as actor bios, program plotlines, player profiles, and team statistics while watching television.

SimulTV is moving the second screen to a single screen. Imagine live cable television, interactive video, text and voice chat, popular social networks such as Facebook and Twitter, and online search all on a tablet, for example. Built using Adobe ColdFusion, SimulTV lets subscribers use any web-enabled device to connect with family and friends for viewing and discussing what's on 44 SimulTV channels and more than 55,000 video-on-demand titles.

## Bringing it all to one device

Besides helping people who live apart connect and share their favorite programs, SimulTV provides a seamless experience—whether customers are in their living rooms, airports, or coffee shops. To create a sustainable, scalable platform that could support social television at any time in any place on any device, SimulTV turned to Adobe solutions.

Adobe ColdFusion provides both power and simplicity for SimulTV development. Adobe ColdFusion integrates easily with SimulTV's HTML5 solution for presenting multimedia content and provides a service tier on which SimulTV's viewing application runs. As new features are created, SimulTV can quickly adapt the ColdFusion service tier.



### Challenge

- Breaking down barriers between television and social media
- Finding a scalable and sustainable solution to unite video, social media, chat, and web search
- Cost-effectively developing a platform with appropriate technical sophistication and commercial potential

### Solution

- Use Adobe ColdFusion as the development platform for all capabilities within SimulTV, including the website and the service tier
- Develop the viewing application with Adobe Flash Professional
- Create original content using Adobe Creative Cloud™ solutions, including Adobe Premiere® Pro CC, Adobe After Effects® CC, Adobe Photoshop® CC, and Adobe Illustrator® CC

### Systems at a glance

- Adobe ColdFusion
- Adobe Flash Professional
- Adobe LiveCycle Data Services
- Adobe Creative Cloud. Components used include:
  - Adobe Premiere Pro CC
  - Adobe After Effects CC
  - Adobe Photoshop CC
  - Adobe Illustrator CC

"Our biggest challenge is to stay ahead of the competition," says Steven Turner, SimulTV founder and CEO of its parent company, Interconnect Media Network Systems. "This means we need to stay agile, solve problems quickly, implement at light speed, and release often. Adobe enterprise products, including Adobe ColdFusion and Adobe Flash® Professional, help ensure we can accomplish our goals and meet the needs of our industry efficiently."

The company uses Adobe ColdFusion to build its website. ColdFusion also provides an easy service tier on which SimulTV's viewing application runs. As the company develops new features, SimulTV can quickly adapt the ColdFusion service tier. Adobe ColdFusion also integrates easily with the company's HTML5 solution for structuring and presenting multimedia content, as well as with an iOS application for mobile devices.

Developers at SimulTV can leverage open-source solutions that integrate with Adobe ColdFusion, such as the Mura content management system (CMS) and the Model-Glue object-oriented web application framework. Such ColdFusion community projects enable SimulTV to write maintainable code that is easy to update and scale for new projects and lines of business. Additionally, the out-of-the-box integration between Adobe ColdFusion and Adobe LiveCycle® Data Services simplifies creating personalized, interactive applications that take advantage of rich, real-time data.

"Adobe handles all authentication and real-time communication," says Turner. "A big part of our service is real-time group video chat. Without the Flash Remoting integration in Adobe ColdFusion, we would have had to implement a much costlier solution, both in time and resources."

### Advantages over other solutions

When evaluating potential platforms, development time was a critical consideration for SimulTV. Adobe ColdFusion provided the right combination of power and simplicity. The latest object-relational mapping (ORM) improvements in Adobe ColdFusion and RESTful communication via the CFServant Library allow SimulTV to easily specify how the application database may be accessed while enabling greater customization. SimulTV also liked the simplicity with which Adobe ColdFusion can use Adobe LiveCycle Data Services for Java™ remoting and web messaging, which can synchronize information in real time across clients and applications.

Currently, SimulTV employs three full-time developers working with Adobe ColdFusion. SimulTV also creates original content using Adobe Creative Cloud, including Adobe Premiere Pro CC, Adobe After Effects CC, Adobe Photoshop CC, and Adobe Illustrator CC.

"An important benefit of using Adobe software and technologies is our ability to succeed with such a small team," says Turner. "We have been able to add improvements with a very small development team due to powerful capabilities and the ease of using ColdFusion."

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Steven Turner, founder of SimulTV and CEO Interconnected Media Network

Other features in Adobe ColdFusion that help simplify and speed development include the use of Apache Tomcat as the underlying application server, automated updates, and simplified mail server integration. In addition, simplified Flash Remoting integration makes the connection of movies in Flash to dynamic content via Adobe ColdFusion more efficient.

Moving forward, SimulTV plans to expand its offerings, adding more SimulTV exclusive content, such as music videos, film noir, cartoons, family films, and international sports. Social shopping with a well-known tier one shopping channel will also be included, along with top channels from Latin America, China, Japan, and Europe.

"Our work crosses several mediums, and we rely on Adobe Photoshop CC, Illustrator CC, and Adobe Premiere Pro CC to support our art and videos," says Turner. "We also use Flex® with Flash Remoting for our real-time message protocol (RTMP) players, which include interactive advertising integration and routing between components on our primary landing page. With Adobe software and technologies, we have a solid foundation for supporting the wide range of services we want to create and deliver."

**For more information**  
[www.adobe.com/products/  
coldfusion-family.html](http://www.adobe.com/products/coldfusion-family.html)



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