

# Case Study

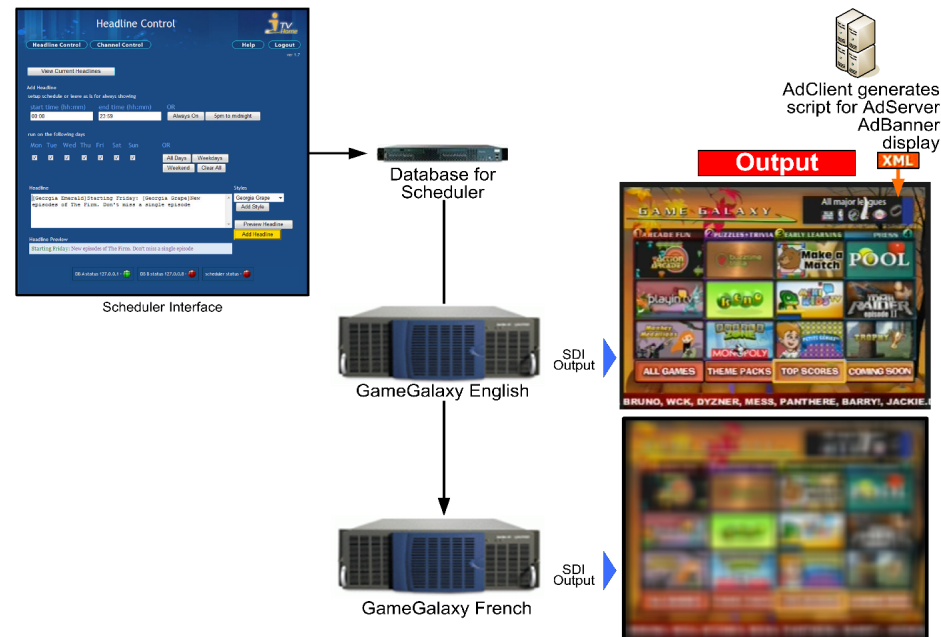
## BellTV iTV Game Portals.



**Customer:** Bell ExpressVU - Game Galaxy 4  
**Application:** iTV English and French Portal  
**Solution:** Web-based Headline Control Scheduler and Bannister Lake AdServer with GChannel  
**Platform:** Harris GChannel with RTXPorts

Bell ExpressVU required an enhanced display solution to provide dynamic visual content for their next generation game portal, Game Galaxy 4. This GChannel solution manages, schedules and displays English and French animated content for their iTV game portal.

- Infocast is created and published with English and French animations.
- Conditional playback offsets playback sequence of animations.
- Promotions and text styles for crawl messages are entered in the Headline Control Scheduler.
- Bannister Lake AdServer on both GChannel systems reads incoming AdClient XML scripts and manages the output and display of AdBanners for advertising and promotions.
- iTV application provides overlay on GChannel SDI output before transmission.



<http://www.blsoft.ca/casestudies.html>  
 For more information, please contact us at [sales@blsoft.ca](mailto:sales@blsoft.ca)