

Technology Focus

INEOMEDIA SPACE BUG

● What is it?

A sort of Tamagotchi that lives on consumers' TV screens. The electronic device, roughly the size of a bottle cap, is made up of LEDs and a speaker. It scans the images being shown on TV and beeps and flashes as part of an interactive game.

● What does it do?

Space bugs are distributed to viewers as giveaways with an advertiser's product. Viewers stick the bug on their TV screen but, like a Tamagotchi, it will "die" unless it is "fed". Its "food" is transmitted by Ineomedia through the signal of a partner TV channel. Viewers must watch the channel at a certain time to receive the "food" signal that will keep their bug alive.

● How does it work?

Ineomedia software inserts graphics into TV pictures during normal programming. They signal to the Space Bug to perform actions made up of a sequence of audio beeps and flashing coloured lights.

● Who is it for?

TV channels and advertisers who want a quirky co-branded promotion.

● Any early adopters?

HTV in Croatia will make use of the bug on its two terrestrial TV channels in April.

● Where do I find out more?

www.ineomedia.com/spacebug

