

Case Study: Pioneer

Pioneer

Pioneer is a world leader in electronics products for the home, commerce and industry, respected for its role in introducing such innovations as interactive cable TV, GPS car navigation, DVD, high definition plasma displays, organic electroluminescent (OEL) displays and digital broadcast set top boxes.

R&D has been crucial to Pioneer's growth, creativity and leadership. With seven percent of revenues invested back into R&D, it continues to develop imaginative products that best fit the lifestyle of the 21st century.

"My company needed a versatile and cost-effective software partner with a real understanding of our industry. IPL exceeded our expectations."

**Ken Nagasawa – General Manager,
Pioneer Electronic Technology.**



Broadcast service development

The challenge

When Pioneer became aware that Integrated Receiver/Decoder (IRD) products implementing the DVB-MHP middleware standard were starting to appear in a number of European countries, it decided to invest in the development of its own DVB-MHP based IRD platform.

With the name of Pioneer on the platform, the product had to be of the highest quality, with high integrity, fault free software suitable for mass production and sale throughout Europe.

The solution

IPL was selected by Pioneer to review the current DVB-MHP middleware suppliers and their products, enabling Pioneer to make a sound decision on which middleware vendor to use for their products.

Once an MHP middleware vendor had been selected, Pioneer asked IPL to work with a Pioneer team in the UK, on the development of the new platform. IPL rapidly deployed a team comprising a consultant and six software engineers, to develop a suite of interactive applications.

IPL's knowledge of the broadcast arena, as well as our previous experience on application development enabled us to specify and implement the applications rapidly, in turn enabling Pioneer to produce a MHP based platform in the minimum time. The applications that IPL developed included:

- service navigator
- basic operation (volume control, channel changing etc.)

- electronic programme guide
- now / next programme guide
- channel list and zapper
- set up and configuration
- prototype personal data recorder.

The programme guides and channel lists were based on DVB PSI / SI schedule information.

The software was developed by IPL in accordance with our ISO-9001 certificated Quality Management System. This ensured that the software was produced to the highest quality.



The highlights

By utilising IPL's broadcast technology knowledge and experience, coupled with our many years' experience of Java development and project management, Pioneer was able to very rapidly produce a DVB-MHP based platform with an impressive suite of interactive applications.

By having an independent representative on the DVB standards committee Pioneer was able to stay at the forefront of current issues in the world of digital broadcast, as well as influencing the future direction of the DVB specifications.

About IPL

Founded in 1979, IPL has a long history of successfully delivering excellent value consultancy and end-to-end solutions to both the public and private sectors.

IPL's consultancy is renowned for its quality and value. Our consultants are talented and independent-minded individuals with extensive industry experience. We consistently exceed our clients' expectations through a combination of imaginative thinking, managerial and technical expertise and many years of systems engineering experience.

IPL's track record in end-to-end solutions development is exceptional. Our proven development methodology allows us to cut through technical complexity, manage risk and completely focus on delivery. We consistently deliver reliable, efficient and accurate systems to a precise schedule.

IPL is an ISO9001:2000/TickIT registered company having a permanent workforce of 240, revenues of ca. £21M p.a. and 40,000 sq ft of secure office space in central Bath.



Certificate Number FM 01589

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