

Message

From: Nicole Nestel [nicole@nicolenestel.com]
on behalf of Nicole Nestel <nicole@nicolenestel.com> [nicole@nicolenestel.com]
Sent: 4/20/2004 7:20:21 PM
To: Milton Diaz [mdiaz@bbtv.com]
Subject: FW: Some documents for you to look over

FYI

-----Original Message-----

From: Nicole Nestel [mailto:nicole@nicolenestel.com]
Sent: Tuesday, April 20, 2004 9:19 AM
To: Len Goldberg
Subject: RE: Some documents for you to look over

Hi Len,

Answers below:

-----Original Message-----

From: Len Goldberg [mailto:lgoldberg@imagateq.com]
Sent: Tuesday, April 20, 2004 8:30 AM
To: Nicole Nestel
Subject: RE: Some documents for you to look over

Hi Nicole,

After reviewing the documentation, I have some clarification points/questions I wanted to run by you regarding the web site end and the servlet. Please let me know what you think about these:

1. The web interface for "Communities" will be used by customers and admins for setting up/managing "Communities" data (announcements, merchandise for sale, etc.) Correct, and the web UI will be able to be replicated so that it can be branded for additional market growth. For instance there may be a branded instance for New York, and one for Florida.

- Does the data have to be stored as metadata (so we don't want the xml assembled on the fly - by Navic or the new servlet)? So, the tv viewers are able to make data requests only, correct? the only data updates are done via the web (in our case)? TV viewers are only able to make requests at this point, this may change in the future. The viewer moves through the ITV interface and requests are sent to the database and composed by the browser located in the set-top box. A tv viewer would not be able to update their ad through the tv. Actually changes to an approved and purchased ad are an interesting question. The original thought was that they get an ad template, fill in their individual information, preview the completed ad, approve and submit. Then a brief editorial review for obscenity/relevance/categorization, followed by verification and submission to database. But I was going on the assumption that once they submitted, reviewed and verified, they couldn't go back and modify that ad. I need to check with my CTO for business rules on that.

I don't think we want xml assembled on the fly because we are already seeing some significant load-time issues on other applications. The capabilities of the set-top box are *extremely* limited. However, the requirement for the spec is for user-friendly load-time and rapid development given the constraints of the system. So however that is achieved would be the right answer on this particular. rigid on this point, if there is a good argument for

- Does the technology for processing requests from the web interface only have to be a Java Servlet also or can it be anything, e.g. JSP? The web UI can be any technology you prefer to work with, if you have pieces of another CMS that would work well with the functionality requirements then by all means re-use them. The development cycle is short so if we have proven functionality that will hopefully shorten the test cycle. The technology for interacting with the N-band application package, *must* be java servlet.

2. According to the documentation, the N-Band application server provides a number of common classes and utilities.

- So, the new Java Servlet will be able to make use of these, correct? -- We do not yet have documentation on the underlying code for the application server. But that is a fair assumption.
- What is the expect load (in terms of requests per minute)? Let me look into this further, I have basic numbers but want to be able to account for spikes Does the system need to support distributed architecture (and same for db development)? What about failover (batch or immediate)? Does the N-Band application server provide for this? -- Unknown, we will have to consult with our Navic partners for answers to these questions.

Also, as we discussed, here is the additional information on the previous Java project:

BBiTV EX2138
DISH v. BBiTV

PROTECTIVE ORDER MATERIAL

"DataExpress": Application that allows users to set up and schedule file transfers. Technology used was a browser with a Java applet as client, with the browser collecting data, the applet converting the data into XML requests and sending the requests to a Java servlet running on a WebLogic or JBoss server. The application was certified for windows and Linux. The customers are various financial institutions. There is more information on the web at:
<http://www.epiqsystems.com/epiq/infrastructure/products/dataexpress.htm>

Thanks!
Len

-----Original Message-----

From: Nicole Nestel [mailto:nicole@nicolenestel.com]
Sent: Friday, April 16, 2004 5:31 PM
To: Len Goldberg
Subject: Some documents for you to look over

Hi Len,

I may need to update the NDA with the official BBitV NDA when it gets to me, however...In the meantime, let's try to set up a conversation regarding the project at hand. It definitely has a high ramp-up curve. We are looking for someone who would be able to handle the back-end construction of the "Community Classified" product. You can see a preliminary flow-chart of the high-level functionality in the documents that I sent to you. In addition, try going through the PowerPoint demo (in a separate email due to size) paying the most attention to the portion that starts "Welcome to Greenville" we are using this as our end-user concept. I also sent some background documents on the iTV platform that we will be using, Navic.

We have just completed the initial advertising product, which you will see in the first half of the flow chart, however this build was fairly manual. What we need is a combination Web UI with Content Management to feed the Navic platform. This web UI will have certain views that a consumer can log into and certain views that only company personnel can log into.

Concurrent with that, we need to build a Java Servlet which will interact with the production version of the Content Management Database, and specific calls to that data from a Navic application in order to bring in dynamic content.

I am sure you have a lot of questions, but I wanted to get you a stack of info...Please be very careful with demos, specifications etc. as this company is not yet public.

Let me know when we can set aside about an hour to go through this documentation and talk about whether you might be interested in this job...

Best,
Nicole