



Digital Terrestrial Television (DTT) "Fondazione Ugo Bordini" Project

FUB Project

Requirements

- High level of interaction enabled by a return channel towards the user
- User authentication via smart card, which guarantees the credentials of the user to whom the service is being delivered
- On-line services payment
- Project timeframe - 6 months:
 - ✓ 3 months for the development of the solution
 - ✓ 3 months of online services provided to a selected test-audience

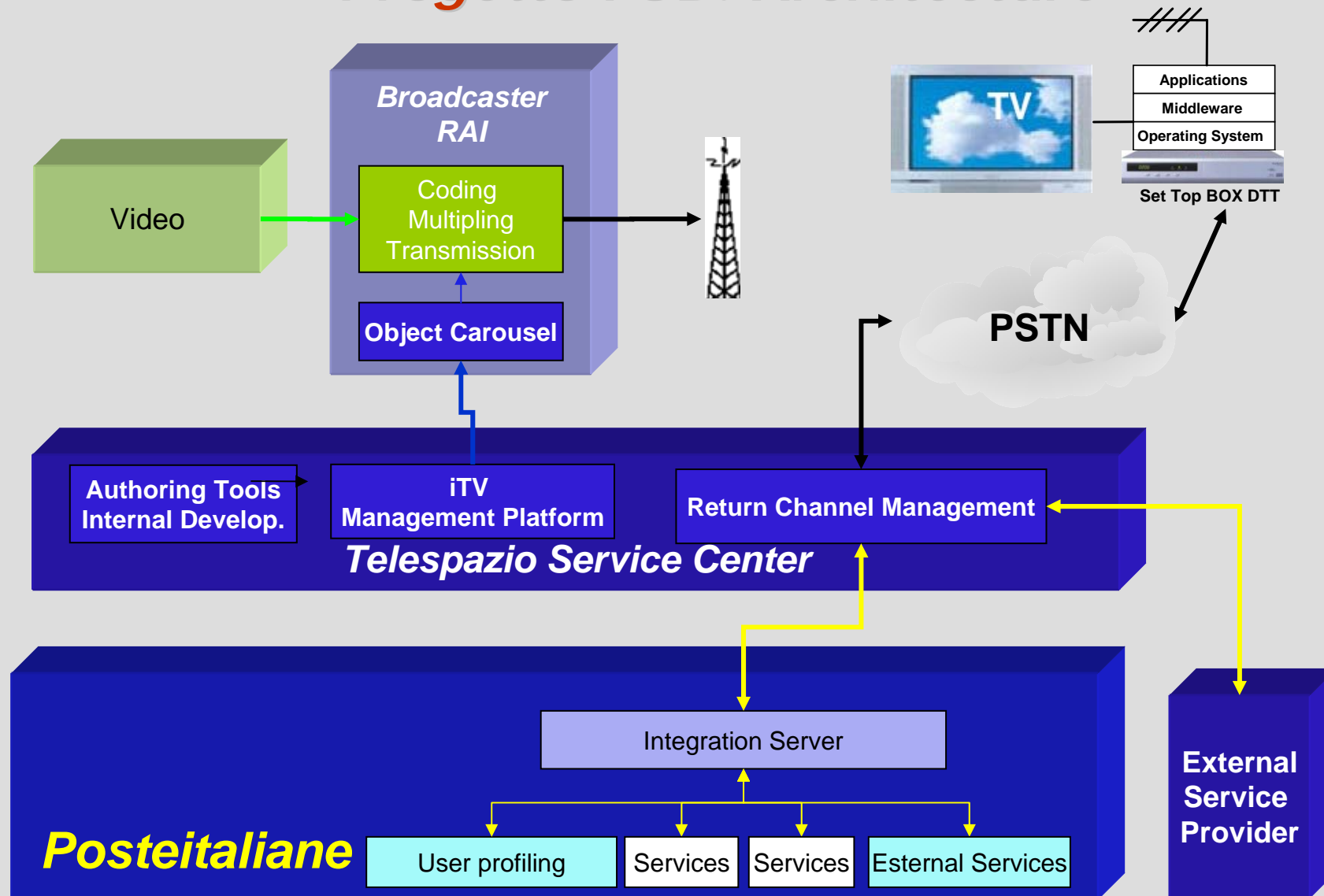
FUB Project

Who is involved

- **Postelink, a consortium of Poste Italiane and Postecom:** development, provisioning and handling of the information data related to the services provided by the solution
- **Telespazio, a company specialized in satellite communications:** development and management of the return channel between the user top box set and the Poste Italiane back end
- **RAI, one of the main italian broadcaster:** solution broadcasting



Progetto FUB: Architecture



FUB project: services

T-Bollettino

The “bollettino” is the most common bills payment system for utilities services in Italy (electricity, water, gas, ...)

Until now, the “bollettino” could be payed in:

- Postal offices
- Poste Italiane website
- Banks

FUB Project: services

T-Bollettino

The “T-Bollettino” is the adaptation of the online web transaction to the Digital Terrestrial channel

The FUB project developed an “ad-hoc” user interface which is compliant with the television format

Business and back end logics are the same for both the Digital Terrestrial Television and the internet service

The application is delivered to the user by a micro-browser

The MHP component has been reduced to the minimum

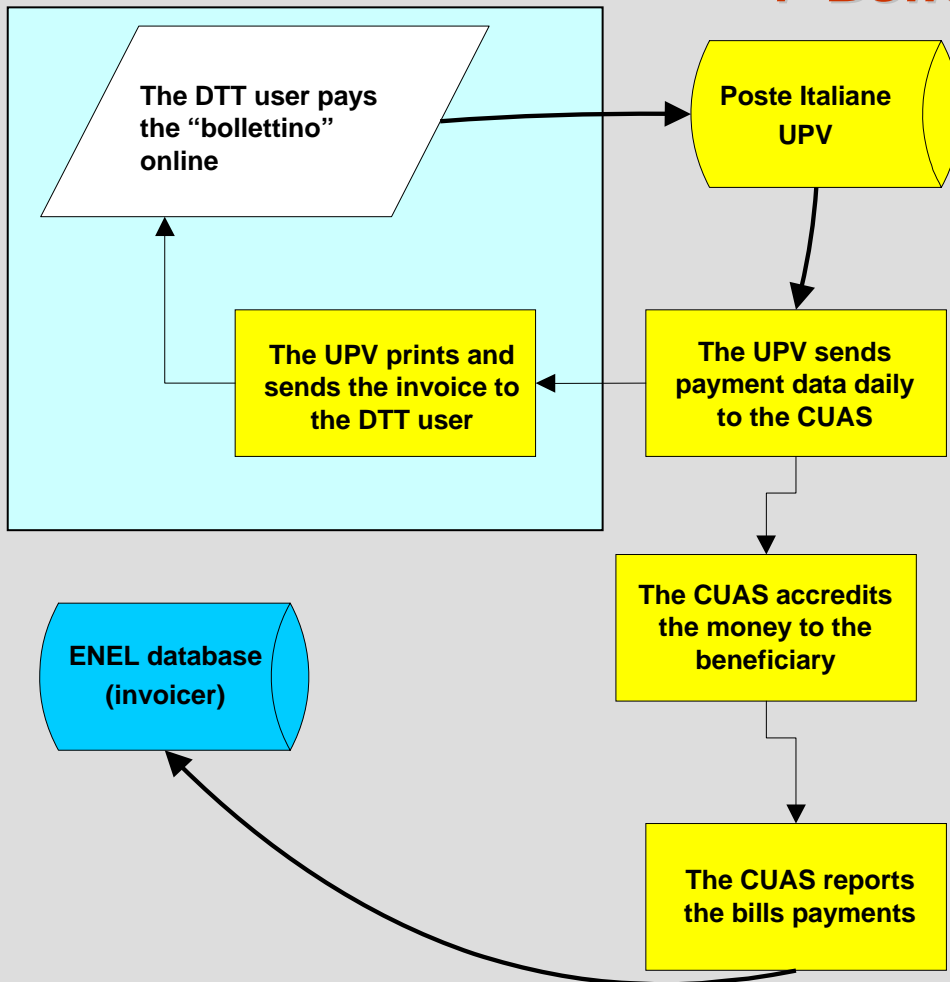


FUB project: user's interface



FUB Project: services

T-Bollettino: flow chart



The coloured part is the one developed to enable the DTT channel

UPV = Ufficio Postale Virtuale (Virtual Post Office)

CUAS = Centro Unificato Automazione Servizi (Unified Automatic Services Center)

FUB Project: services

Payment System

DTT Users can pay the “T-Bollettino” by:

- Credit Card
- A Bancoposta account
- The Postepay prepaid card

The payment system is the same for the internet and the DTT channel. The user interface has been adapted to match the television format



Progetto FUB: user's interface

Posteitaliane

bollettino

METODO DI PAGAMENTO
Seleziona il metodo di pagamento

Commissione: Conto BancoPosta/Postepay 1 euro,
Carta di credito 2 euro per importi fino a
100,00 euro e 2% per importi superiori.
Orario servizio: Conto BancoPosta/Postepay
06:00-23:30, Carta di credito 00:15-23:45.

Conto BancoPosta **1**

Postepay **2**

Carta di Credito **3**



TV

GUIDA

- Freccie per muoverti tra i servizi
- Tasto OK per selezionare il servizio
- Tasti colorati per accedere al menu generale

Raiutile **Indice** **Zoom TV** **Aiuto**

Progetto FUB: services

The smart card

The user is identified by a 4 step authentication process, by using a smart card:

1. The user enters his personal PIN code
2. The system logs in to the Poste Italiane server by an ID code registered on the smart card
3. The server sends a “challenge” to the set box
4. The “Challenge” is decoded by the smart card

The Smart Card is a digital signature card which is on the Postecom commercial catalogue (Postecom is a company of the Poste Italiane Group)

Progetto FUB: services

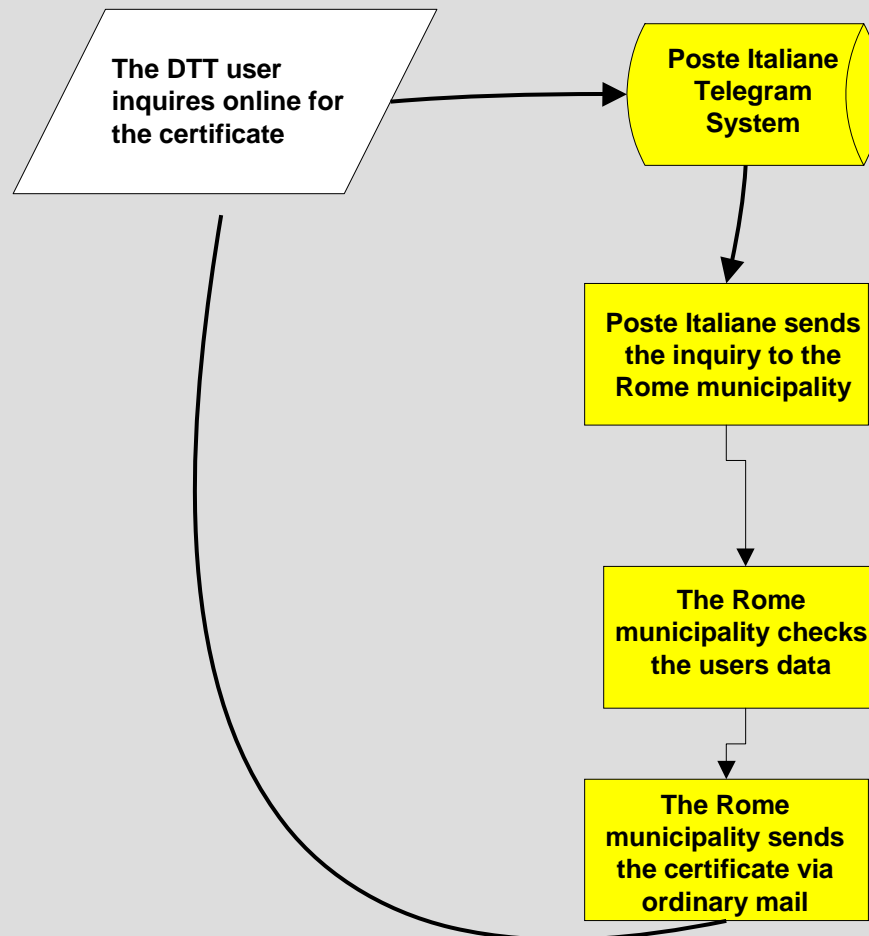
T-Certitel

Thanks to specific agreements between Poste Italiane and italian municipalities, citizens can already inquire for a birth or residence certificate via the Poste Italiane Call Center

The FUB project developed an equivalent service which enables citizens to inquire for the same certificates from home, using the DTT interface

Progetto FUB: services

T-Certitel: chart



The inquiry is made via the television channel

The certificate is sent to the citizens by ordinary mail

