



Quantthink

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We are a digital communications company active in Italy since 2000. We are Quantthink Ltd!

Our main office is in Milan and the Associate's network is throughout the country. Despite the fact that we are not a member of the W3C, we have been developing our products and services, following the guidelines of this standard. We believe that the "future is now". In this vision we live our Country and County, paying attention not only to technologies but also to the events and association of the territory, i.e. Expo2015.

Expo 2015 will take place in Milan and we really believe it could be a good opportunity to develop applications and services based on Web TV, Video on demand and video4social.

This is the main reason as we requiring you to officially take part of the workshop on February 8th and 9<sup>th</sup> 2011; furthermore, we are deeply convinced that, the cutting edge also means being in the right contexts.

We believe that HTML5 is an open system, which will allow Internet users to access to the video without having special software; it's a technology that is gaining wide acceptance amongst users and video platforms are increasingly adopting and integrating it. For these reasons our Company has decided to develop our projects using this WebTV service technology as we want to be updated on the latest technological developments.

In particular, we are interested to further integrate the development of WebTV in that part of knowledge related to web marketing and online advertising, considering that TV is the best way to reach a wider audience, allowing the spread of IPTV in view of the mobile. Another key issue for us, both regarding research and development in the delivery, is the ability to improve standards of accessibility for disabled people, thanks to the new standards of interactivity and a simple way of use; this will help to define the new web usability standards.

We want to be part of the next generation of webtv!

Looking for your reply.

Warm Regards