

Title: Video services will drive 3G growth: Dilithium

By: Elaine Ng, TODAY

Date: 27 Jun 2006

The provision and take-up rate of applications through 3G networks is still in its infancy.

Video services over 3G have been slowly gaining popularity. But for such data-type applications to gain mass adoption, a more comprehensive portfolio — including video mail, video portal, video streaming and video conferencing — is needed, according to Dilithium Networks.

"It is the provision of a suite of these that will create a killer application, together with having a common platform that supports them," said Mr. Lee Ellison, senior vice-president (Global Sales and Support) at Dilithium Networks.

"The technology is there, but the usability, accessibility and simplicity for end users are still not there. These are the obstacles to the success of the deployment of 3G."

That is why Dilithium is working on providing a simple interface for users to spur the use of 3G video applications.

Headquartered in California, Dilithium provides multimedia trans-coding gateways that are used to bridge the gap between 3G mobile networks and Internet protocol (IP) networks.

For example, its Unicoding technology enables on-the-fly trans-coding from one codec (voice or video) to another, with minimal delays. Another technology is AnswerFast Plus, which reduces the call session connection time. With this patent-pending technology, video calls can be connected in less than a second — a capability that is comparable to standard voice calls.

Using Dilithium's solutions, 3G network operators can deploy video telephony services, such as peer-to-peer video conferencing between mobile and IP networks. This means you can make a video call from the computer to your friends on their 3G-enabled mobile phones.

Local info-communications provider, StarHub, will be using Dilithium's multimedia gateway to deliver enhanced video services across mobile and IP networks. StarHub is currently evaluating the services that can be used with the gateway.

According to Mr. Paul Zuber, Dilithium's chief executive officer, Japan is the current leader in 3G, but countries like China and India will soon catch up and outgrow Japan.

China will grant 3G licences by the end of the year, and 3G services are expected to be launched there by the beginning of next year, he said. - /fa TODAY