

Ringback tones now on video

by **Fiona Chau**

3 **G multimedia solution specialist Dilithium Networks is launching what it claims as the world's first end-to-end ringback-tone solution, VT-Ring, jointly developed with SK C&C, a system integrator owned by SK Telecom.**

Mitch Lewis, VP of marketing and product management at Dilithium Networks, says the solution allows both mobile and fixed-line operators to take advantage of

increasingly popular mobile video services driven by the deployment of W-CDMA and HSPDA networks.

With the service, end-users can use a music video clip or their own video clip as their customized ringback tone. Lewis says the business case for video ringback-tone services is strong, as statistics show payback within six months. "But to make it appeal to end-users, it has to be simple and easy to use. To this end, we have been putting a lot of effort in integration, as well as addressing billing

issues and reducing the call set-up time to one second."

He noted that a lot of video calls take five to eight seconds to set up. "By the time you set up the call, it would be too late for a video," he says.

Lewis told the *SHOW DAILY* that two Asian mobile operators – one in South Asia and

the other in South Korea – have agreed to deploy the VT-Ring service, with commercial rollout scheduled by first quarter of next year. The company will also team up with Datang Mobile to

develop video ringback-tone services based on TD-SCDMA technology next year. The company is carrying out live demonstration on video ringback tone services this week.



HE'LL RING YOU BACK:

Mitch Lewis of Dilithium Networks demonstrates VT-Ring between various phones, from mobile to IP desk phones