

Dilithium targets Europe

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Mobile video services specialist Dilithium has launched a fresh assault on the European market.

The US firm is one of the leading companies in the circuit-switched video business – using 3G video calling as the means to deliver various mobile content services. It has just completed a European ‘tour’ of operators, content providers and press to shine a spotlight on its four core technologies:

- Video blogging: enabling mobile users to record, review, upload and share personal videos
- Video streaming: letting consumers use 3G video calling to view video content, such as sports clips and music videos via a video call
- Video ringbacks: delivering personalised videos to play when a video call is made between 3G users
- Live VideoTV: an alternative means to viewing a TV broadcast
- Participation TV: enabling viewers direct video interactions with TV programmes

The company is hoping to replicate its success in the Far East, where it has already launched its VT-Ring video ringback platform and found consumers far more receptive to the idea of making video calls than elsewhere. Mitch Lewis, senior VP of Dilithium's service providers business unit, told ME: “3G calling is such a seamless and intuitive way to deliver entertaining video services, but there’s certainly work to be done educating the industry and the public about the channel. Having said that, we have 80 deployments already live so we’re very confident about the future.”

Dilithium’s existing customers in Europe include D2See, Echovox and Materna.