An Exclusive Interview of **Dr Marwan Jabri**, Founder & CTO, Dilithium
By
TelecomWatch

Dr. Marwan Jabri, *a strong proponent of 'Communications for a Borderless World', is Dilithium's Founder and CTO. Two decades of research in academia and industry,* **Dr. Jabri** *developed intelligent signal processing algorithms for multimedia coding and trans-coding. He also developed some of the first protocol stack implementations of the H.324/H.324M standard, while a Professor at the University of Sydney in Sydney, Australia.* **Dr. Jabri** *formerly held the Gordon & Betty Moore endowed Chair Professor, OGI School of Science and Engineering of the Oregon Health and Sciences University (OHSU), until 2005. Dilithium at Sydney, Australia, has become the global leader in converged video solutions for mobile & Broadband with operations on 5 continents and customers in 50 countries.*

With Your Tremendous & Very Rich Experience In The Global Telecom Sector - Where Do You Feel India Stands Today As Compared To Other Major World Markets?

There are two aspects to this, local R&D + capability & Regulatory aspects. India is very well developed and positioned as far as local R&D is concerned and can be compared with US & South America. But it takes 12 to 24 months to implement & deploy the services to be of use to the end user, after the granting of licenses.

On the Regulatory side, there has been a delay in granting the licenses & deployment of infrastructure. As a result it is possible that India will make less mistakes. It is the right time for India to adopt the new advancements of technology & benefit from it.

In Your Vision of Indian End User, With Regard To New Technologies' Acceptance/ Absorption, Where Do You Think India Stands Today, Timeframe- wise, To Accept / Adopt Dilithium Innovations?

India lives in rural areas and villages where literacy rate is comparatively lower and infrastructure is less established. Hence visual information availability will have a tremendous benefit because viewing & implementing is far easier than following textbooks. 3G is cost effective & it takes less time to put the needed infrastructure in place.

Dilithium provides very strong & innovative tools in the hands of the service providers so that they can create their own services, which are useful locally e.g. Telemedicine, Distance Education & providing solutions in their day-to-day professional needs.

When Does Dilithium Enter India Whole-Heartedly? Is It Too Early Or A Little Too Late?

3G is a necessity for India. Dilithium has been in India whole-heartedly for several years. Our Research and Development Center is well established here, we have top class engineers / professionals doing a tremendous job and we are ready with our 'Multimedia Capable Services' to be launched the moment the Regulators give a green signal for launching 3G. Our Center in India caters to product requirements for the global markets. Additionally we have Regional Sales to cater for India, Sri Lanka, Bangladesh & whole of the SAARC Region. Dilithium will continue to be in India whatever time it may take the Regulators to launch 3G. Our Center is self-sustainable. So Dilithium is in India wholeheartedly already.

Every Operator In India Is Looking Towards Increasing Its ARPU By Offering Innovative VAS – How Dilithium Can Help The Indian Service Providers Achieve Their Goal?

Global data shows that more the video VAS an operator offers the more resilient is their ARPU & subscriber churn. Video VAS investment is very low compared to their overall 3G-infrastructure investment. Operators and service providers have to be very innovative to make their services attractive to the subscribers. Dilithium converged video solutions provide operators with opportunities to maintain/increase their ARPU increases and decrease their subscriber churn.

Can The Products / Services Of Dilithium Be Used Both In 2G & 3G?

The technology is improving and evolving very rapidly from 2G to 3G, 3.5G, WiFi to Wimax, and Mobile to Broadband, Dilithium converged solutions enable operators to offer video value added services across the full range of mobile and wireless technological generation, including 2G, 3G, Fixed and Wireless Broadband.