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May 12, 2008 - 10:00 A.M.

## Dilithium releases new adapter for mobile video

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If you believe mobile handset users are lusting after video services, take a peek at the announcement today by [Dilithium Networks Inc.](#) The Petaluma, Calif.-based company has unveiled its Dilithium Content Adapter (DCA) for service providers.

According to Uno Mehta, senior vice president, the software runs on a Linux server, links to your video source files and manages video protocol translations, bandwidth negotiation and differences in screen size of mobile devices. In addition to handling those complex technical issues, the software lets service providers insert advertising into various places and times of the video stream. Plus, Mehta claims, it does all this with no noticeable latency.

CEO Paul Zuber admits the North American market has been slow to embrace the viewer bliss of video blogging and visual ringtones, but he thinks the advent of the iPhone and Google's Android development kit making the region more appreciative of mobile video services. He adds that telephony operators have all but maxed out their [average revenue per user](#) for talkers and are desperately seeking new revenue streams from viewers.

Dilithium has multiple pricing options for its DCA software. It's available today.

