

BREAKING NEWS

Dilithium launches content adapter for mobile video

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PETALUMA, May 12, 2008 -- Dilithium announced the release of a high capacity solution that automates real-time adaptation and delivery of video content over multiple networks to any device, notably mobile phones.

The Dilithium Content Adapter allows consumers to download videos from sites like YouTube to their cell phones and PDAs over networks such as WiFi, WiMAX and 2.5G and 3G networks quickly, without the need for customized coding for each device and network type. Because the adaptation takes place on-demand during the download process it bypasses the need for expensive storage and servers.

Analyst firm ARC estimates that the mobile online video market will generate worldwide revenue of \$5.4 billion in 2008.

"As multimedia content becomes more widely available and the diversity of devices continues to grow, traditional methods of delivery are no longer the only way to offer content," said Michelle Abraham, principal analyst at In-Stat.

"Consumer demand for content with low latency and high quality will drive service providers to find solutions that will easily offer quality content to their subscribers over multiple networks and devices."

Dilithium, a pioneer in 3G video communications, will market the Dilithium Content Adapter initially in the U.S., to wireless carriers, content distribution networks and content owners.

"Although most of our customers overseas are using 3G wireless and broadband networks, in the U.S. many people are still using 2.5G phones, so we'll start by targeting the U.S. market and branch out globally from here," said Mitch Lewis, Dilithium vice president of marketing.

Dilithium employs 140 worldwide, close to 70 in its Petaluma headquarters.