



Dilithium ViVAS Solution Powers Mobily 3G Live TV and VoD Portal



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California-based [Dilithium](#) has announced that [Mobily](#) has launched an advanced 3G Live TV and Video on Demand Portal powered by its ViVAS solution.

Dilithium said that the launch of this service is indicative of ViVAS' capabilities which enable operators and service providers to develop and launch Video Value Added Services.

The Mobily service can be accessed by subscribers by dialing the "1488" short-code. The service includes several new features. Subscribers can navigate through the rapidly displayed video menus using key presses on the handsets. It is convenient to switch between channels and menus and subscribers can watch 21 Live TV channels. There is a large collection of Video on Demand (14 channels) and music besides other content.

"We are delighted by the addition of the Mobily launch to the growing list of Dilithium solutions success stories," said Uno Mehta, SVP of the VAS (Value Added Services) Business Unit of Dilithium.

Khalid Al-kaf, CEO of Mobily complimented the high quality provided by Dilithium Video Portal, and the rich customer experience it offers. He added that the uptake of the service has grown remarkably. Mobily expects to extend the Video Portal and add new services soon.

Dilithium enables the multimedia delivery over mobile and broadband networks to any device. The company offers comprehensive and innovative mobile video solutions. It has also deployed its services in 60 countries spanning about 1 billion subscribers. Dilithium has been instrumental in pioneering mobile video communications. Its solutions are deployed by several network operators, content owners and aggregators across 2G, 3G and Wi-Fi networks.

Mobily is the official name of Etihad Etisalat ([News - Alert](#)). It is the 2nd mobile service provider in the Kingdom of Saudi Arabia (KSA). Mobily empowers the nation by offering optimum telecommunication services. The company specializes in innovative and modern services and provides advanced telecom services to KSA.

Mobile users in the KSA have access to advanced services like WAP, GPRS, 3G, MMS, Push to Talk and BlackBerry ([News - Alert](#)) services besides others. Services on the fixed-line network include ATM (Asynchronous Transfer Mode), Frame Relay, VSAT and ISDN benefiting enterprise and individual customers.

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