



## Dilithium Launches Mobile Video Optimizer

04/14/2009

Video over existing mobile networks—2.5 and 3G, that is—tends to be a bit of a dicey proposition that depends on how far from the cell tower the user is, backhaul availability, the type of device used and number of users streaming at that particular moment. [Dilithium](#) is tackling the issue with the Dilithium Video Optimizer, which is meant to reduce the bandwidth necessary to deliver video by up to 50 percent without reducing video quality.

Service providers can immediately provide a significantly better user experience as content can be displayed faster, with less buffering on devices and without degradation of video quality, the company said.

As the network load increases, the DVO enables dynamic video traffic shaping at the video layer.

"The exploding demand to view video anywhere, anytime on today's networks creates an overwhelming burden on bandwidth consumption for service providers," said Paul Zuber, Dilithium CEO. "Providers want to offer their customers the latest live video applications, but they cannot invest hundreds of millions of dollars in network upgrades to meet this explosive demand. We are proud to offer service providers an elegant and cost-effective solution that provides a superior video experience to their smartphone users."

By utilizing on-the-fly transcoding and transrating capabilities, the DVO adjusts to handset capabilities, without the need for any special streaming client on the handset. This enables service providers to deliver video content for live and video-on-demand delivery to PCs, set-top boxes, and 2.5- and 3G video-enabled smartphones. The adaptation process also allows it to work with native browsers or streaming players.

<http://www.xchangemag.com/hotnews/dilithium-launches-mobile-video-optimizer.html>