

April 15, 2009

DVO Improves User Experience, says Dilithium

[Dilithium](#), which specialises in multimedia delivery over mobile and broadband networks, says that its Dilithium Video Optimizer (DVO) solution enables content providers and service providers to reduce the bandwidth necessary to deliver video to 2.5 and 3G-enabled devices by up to 50% without reducing video quality. By deploying the DVO, says Dilithium, 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 DVO allows service providers to accommodate increasing delivery of high-quality live mobile video over already heavily-trafficked networks without making significant capital expenditures. As the network load increases, the DVO enables dynamic video traffic shaping at the video layer. Dilithium says its technology enables providers to accommodate more users, without reducing video quality or making major forklift upgrades.

By utilizing patented on-the-fly transcoding and transrating capabilities, the DVO quickly 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 (VoD) delivery to the widest range of devices, including PCs, set-top boxes, and virtually all 2.5 and 3G video-enabled Smartphones. The adaptation process also allows it to work transparently with native browsers or streaming players on all devices.

“The exploding demand to view video anywhere, anytime on today’s networks creates an overwhelming burden on bandwidth consumption for service providers,” says Dilithium CEO, Paul Zuber. “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.”