



Telecom Expense Management Featured Article

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Dilithium's Video Optimizer Improves Viewing Experience



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Dilithium Networks reportedly says that its Video Optimizer will help service and content providers offer better video viewing experiences on 2.5 and 3G-enabled devices and also allow them to accommodate more subscribers over heavily trafficked networks.

The Petaluma, California-based company deals in high-quality multimedia delivery over mobile and broadband networks to any device. The DVO is a DCA application for network video traffic shaping and optimization.

Officials at Dilithium say that by deploying their video optimizer, service providers can reduce the bandwidth necessary to deliver video to 2.5 and 3G-enabled devices by up to 50 percent without reducing video quality. The DVO enables network planners to shape video traffic to attract and accommodate more users and save costly network (radio and core) expansions and service providers can provide differentiated value-added services and charge customers for higher video bandwidth.

Paul Zuber, Dilithium's chief executive officer, says that the explosive demand of users to view video files anywhere has increased the load on bandwidth and service providers are finding it hard to satisfy users' video consumption. Though providers wanted to offer their customers latest live video apps they cannot simply afford to invest hundreds of millions of dollars in network upgrades to meet this explosive demand. And Dilithium's DVO is an elegant and cost-effective solution that helps service providers offer a superior video experience to their smartphone users.

According to Dilithium, the DVO provides a solution that can gracefully reduce the bandwidth required to deliver video to devices. The DCA patented on-the-fly transcoding and transrating capabilities allow it to exploit and adjust to handset capabilities. This enables service providers to deliver video content for live and video-on-demand delivery to the widest range of devices, including PCs, set-top boxes, and virtually all 2.5 and 3G video-enabled smartphones.

Bandwidth reduction is achieved without compromising perceived video quality which results in a faster browsing experience over broadband and mobile/wireless networks. A simple bitrate adaptation can increase the number of users served by 100%, saving millions of dollars in network expansion.

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