

Dilithium offers operators streaming mobile video for iPhone OS 3.0

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Dilithium has announced a live video and VoD (Video on Demand) product for iPhone 3.0. The company specialises in multimedia over broadband and the mobile Web. The **Dilithium Content Adapter** (DCA) is designed for operators to push mobile TV to consumers. So iPhone viewers don't need to download or install any software - they can just watch through their browser.

DCA has already been available for previous versions of iPhone OS. Hell, it's also on Nokia, Motorola, Samsung, LG, SonyEricsson. Dilithium does seem to have been trying to make sure that DCA works on as many handsets as possible. So it has a huge amount of on-the-fly transcoding software built in - the goal being that it can play any video format on any device, across any network. And unlike some previous TV services for iPhone, this will work outside of WiFi. DCA is set up for WiMax, 3G, and HSDPA networks.

What we think?

This story immediately made me think of the unfortunate Slingplayer. Its mobile TV app for iPhone was crippled by being restricted to WiFi. It can't run on an operator network. Dilithium seem to have gotten around that hurdle by going straight in at an operator level. Since it's not an app, it doesn't have to play by app store rules.

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