

Dilithium is BSNL's choice for mobile video

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Mobile video technology is a core expertise of US-based Dilithium, a company which has just won a contract with BSNL in India to deploy video and streaming over 2G and 3G. Michael Schwartz profiles Dilithium and summarises the new contract.

Dilithium came into being in Sydney, Australia, in 2001. Under the influence of its CTO, Dr Marwan Jabri, it placed special emphasis on 3G mobile video technology. In fact, Dr Jabri had been a member of the H.324M Standards Committee which helped create 3G video standards. Dilithium also developed expertise in media processing, ensuring that efficient networking management became another area of expertise. Today, the company has a family of mobile video solutions including multimedia gateways, a service delivery platform, content adaptation, and optimisation products, targeting mobile operators, broadband operators, and content/media companies.

Dilithium has more than 100 global deployments, a 60% global share for 3G multimedia gateways, and leading market share in service delivery and content adaptation: customers include Vodafone, FT-Orange, Deutsche Telekom, China Unicom, China Mobile, Singtel, Telkomsel, BSNL, Yahoo and other global service providers, aggregators, and content companies. Solutions are deployed in 60 markets outside the USA in networks comprising 1.5 billion subscribers. Emerging markets are extremely important to the company: China, India, Indonesia, Brazil and the Middle East feature heavily on the list of clients. In the case of the Middle East and Africa, Dilithium supplies solutions to MTN, Zain, Vodafone and Etisalat; in Latin America Brazil is a very important emerging market for Dilithium.

In all, Asian markets yield around 50% of Dilithium's revenue and emerging markets outside Asia produce 35% but the Americas merely 15%. There has also been activity in Russia, in the form of contracts with MTS.

Underpinning Dilithium's deals in India are several contracts with BSNL for 2G-3G mobile video deployment. Normally, winning contracts can prove difficult in India; BSNL's status of being guaranteed its market position meant that Dilithium gained swift entry into the Indian market.

The most recent win in India includes Dilithium being selected by BSNL to deploy mobile video solutions in the South Zone. In this new contract BSNL will bring Live TV and other video services to this circle. Dilithium has in turn partnered with Huawei to provide end-to-end delivery solutions for BSNL's live mobile video services. The solution includes the Dilithium DTG 3021 multimedia gateway and the DCA content adaptation and video streaming solution, enabling two-way video calling and other advanced video services.

The word is from Prabhat Kumar Bhagvandas, Vice-President and General Manager of India Operations, "It has been an honour to work in another BSNL Zone to bring mobile video solutions to the India market...Our ability to provide comprehensive end-to-end solutions for both circuit switched and packet switched video makes us a good fit for BSNL's requirements."

More info:

- www.dilithiumnetworks.com
- www.bsnl.co.in

<http://www.developingtelecoms.com/dilithium-is-bsnls-choice-for-mobile-video.html>