

Turkcell partners with Dilithium for mobile video services

By [Chris Harnick](#)

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Dilithium Networks, a provider of mobile video infrastructure services has been selected by Turkcell to provide multimedia and video services.

Turkcell will use Dilithium's DTG 3021 multimedia gateway. With the video services, Turkcell has launched video services including video blogging, Facebook video upload and augmented reality.

"[The strategy is] to combine best-of-class multimedia solutions with a very innovative operator willing to push the limits of new services, such as augmented reality," said Paul Zuber, CEO of Dilithium, Petaluma, CA.

School tool

"They tried to develop something internally, but decided it wouldn't have the scalability they wanted, so they tested our solution, which is compliant with 98 percent of devices they wanted to support right away," he said. "Yahoo had both a technical requirement and an economical requirement—budget considerations.

"In the mobile world, people really want that immediacy, and you can't get around the problem by storing content in hundreds of different formats—the way we work, you can store content in one format and optimize for the mobile device on the fly in real time."

Turkcell isn't the first to use Dilithium's video services.

Yahoo, a global leader in online and mobile news and content, said that video is playing an ever-increasing role in its product mix. The company recently tapped Dilithium to provide the technology back-end for its mobile video platform ([see story](#)).

Besides Dilithium's video service, Turkcell has experimented with other new technology. In August, global brands PepsiCo and Visa completed a trial of MyScreen's full-screen, end-of-call mobile ad technology and results outperformed industry average click-throughs. Turkcell initiated the testing of MyScreen's technology by inviting brands such as Renault, Citroën, Coca-Cola, Mercedes, Diesel, Pepsi and Visa to run ads via the platform ([see story](#)).

Mr. Zuber said that Dilithium's partnership with Turkcell is a game-changer. "The innovative service offerings launched by Turkcell will change the pace of innovation in the market," Mr. Zuber said.

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<http://www.mobilemarketer.com/cms/news/video/4843.html>