



**By 2012, more than 70% of all mobile data traffic will be video**

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**How are you planning to leverage the opportunities of 3G and WiMax in India?**

We have pioneered 3G mobile video and our founding team was part of the ITU work group which created the global standards for video telephony. We have won 60% of the global market share in 3G mobile video with our award winning wireless multimedia gateways. Furthermore, our IP mobile video solutions have also gained a global leadership position. This gives us a strong competitive advantage with the rollout of 3G and WiMax in India.

**What kind of evolution multimedia is likely to happen in the coming years?**

Cisco and others have forecast 130% compound annual growth over the next five years for mobile data, and that by 2012, more than 70% of all such traffic will be video. With such widespread adoption and usage, consumers will want similar ease of access and the seemingly 'free' experience of the Internet on mobile devices.

**What is the major difference between 3G and 4G deployments?**

The major difference in terms of our company is more bandwidth and higher speed, which will enable a better customer experience and allow new applications and services. Our solutions are network and device agnostic, so our focus has always been on how to create a superior customer experience, and greater bandwidth and higher speed will help in this regard.



**What kind of customer experience do you aim to deliver?**

Patented technologies such as AnswerFast, lowered the time to connect a video call from 12-15 seconds to less than 1 second, making the video call experience like a voice call. Our patented video refresh technology eliminated corruption in streaming applications, making for a high quality customer experience.

**How will Dilithium video optimizer deal with the data traffic shaping and optimization?**

Firstly, to optimize video bandwidth to accommodate more subscribers and save network capex and opex. Secondly, to enable differentiated services, customers have the option to pay more for higher video bandwidth.

**What are your future plans for the Indian market?**

Dilithium set up an R&D center several years ago in India, and has added sales, support, and some regional functions as well. We will continue to invest and grow our India operations and hope to gain additional customers as well. India being our largest development center in the world, we are trying to give Indian customers our best.

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