



COMMUNICATIONS FOR A BORDERLESS WORLD

ViVAS Flash Solution

ViVAS FLASH SOLUTION

The ViVAS Flash solution connects the internet to the world of video value added services (VAS), including 3G and IMS services and subscribers. ViVAS Flash (VF) enables video services between web browsers, SIP video applications and 3G video subscribers, without the complexity of installing client software. Point a web browser to a VF-enabled web site and access video services and connect to 3G subscribers.

By simplifying and expanding access to video services, ViVAS Flash increases subscriber 'stickiness', boosts video usage and ARPU, and

reduces churn. ViVAS Flash opens new revenue opportunities by enabling internet users to access a wide range of video services via browser from home, office, airports and other locations. ViVAS Flash's business case is impeccable with many monetization options (minutes-of-use, ad supported, pay-per-view, time based).

The pervasiveness of Adobe Flash empowers ViVAS Flash to be a unique solution for converging internet, mobile and wireless broadband video communication.

SOLUTIONS

- Web to 3G: Enable web to 3G video calling
- 3G to Web: Enable 3G subscribers to call web-based Flash clients
- Web to VAS: Enable web to video value added services such as surveillance, conferencing and more
- IMS: Enable web access to IMS services including 3G video subscribers

BENEFITS

- Expand access to video anywhere there is broadband internet
- Increase subscriber 'stickiness'
- Leverage DTG and ViVAS investments
- Simplify access to video value added services without client download
- Open new sources of revenue - adverts, web calls, PPV, Hot Spot
- Convergence play between internet/broadband, mobile, wireless and IMS

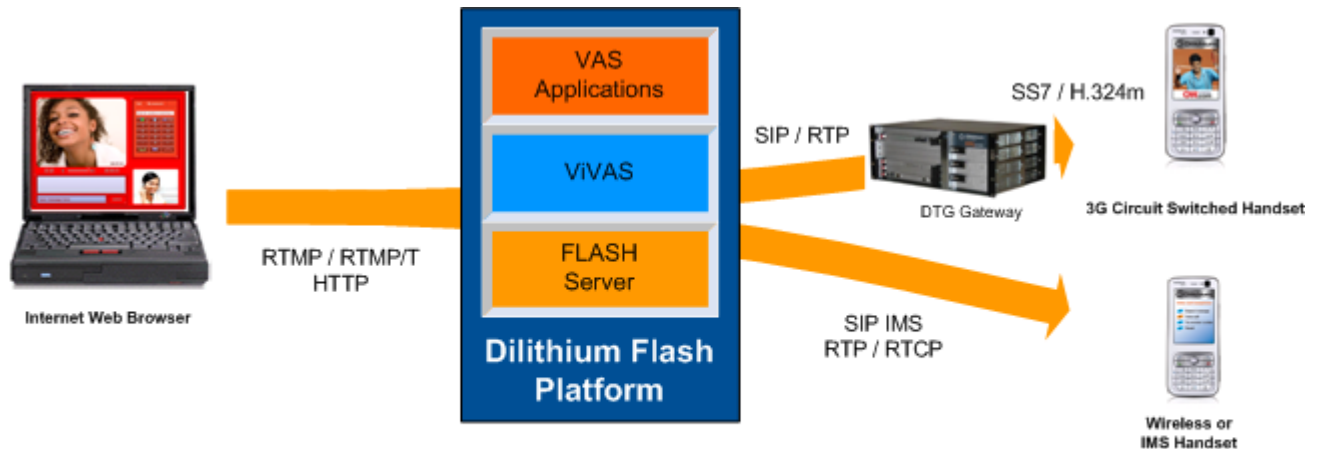
KEY FEATURES

- Transcodes on the fly between Flash and open broadband/mobile protocols
- Wide range of video VAS applications
- No client to install
- Customizable/brandable client interface via API
- Video text overlay
- Wide codec support: H263, MPEG4, H.264/AVC
- Multiple video formats: CIF/QCIF
- Avatar support
- Video conferencing
- Video capture, upload and playback

Technical Specifications

ViVAS Flash uses the power of Adobe Flash on the PC to interface to the video communication space. Service providers can deploy ViVAS Flash solutions to interconnect the following environments:

- 3G Networks (UMTS/CDMA/TD-SCDMA)
- Broadband Networks (DSL/Cable/WiFi)
- IMS (IP Multimedia Systems) Networks



Dilithium Flash Platform
Connecting Web to VAS Applications, 3G, IMS, and Wireless Handsets



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