



Dilithium

COMMUNICATIONS FOR A BORDERLESS WORLD

VIVAS VIDEO VALUE ADDED SERVICES

Live TV

The advent of 3G technology is rapidly changing the mobile entertainment landscape. Advances in bandwidth capacity, mobile phone functionality, and the availability of mobile multimedia content has enabled consumers to access a broad range of video applications, including video mail, video blogs, and live TV broadcast.

The Dilithium Live TV application puts special focus on the customer experience. VIVAS Live TV is based on the highly flexible and versatile Dilithium ViVAS™ Platform (Video Value Added Services) as well as industry leading know-how on converged video solutions for the mobile, broadband and internet markets. ViVAS Live TV provides seamless live TV service that makes the mobile TV experience fun. Consumers enjoy quick response times, uninterrupted service, and the highest video quality possible on their mobile phone.

Dilithium ViVAS is a hardware and software solution that provides reliable real-time streaming of TV content to and from mobile wireless devices and SIP clients. The ViVAS platform incorporates a media server, SIP server, a multimedia transcoding gateway, and a comprehensive service creation environment.

Live TV channels feeds can be rapidly deployed using a graphical user interface which provides an easy to use, drag and drop approach to creating channel menus, interactive DTMF

based video commands, and advance media processing capabilities enabling on real-time TV content optimization and connectivity to widest mobile handsets.

Dilithium ViVAS is compatible with all major voice and video standards used in 3G and IP networks.

Telkomsel, Indonesia offers live TV service over its 3G network powered by ViVAS. When Live TV was launched, Telkomsel experienced a significant increase in 3G data traffic with daily service requests in the 10,000s and a sharp increase in average revenue per customer.



BENEFITS

Consumers

- Live TV content on their mobile phones
- Intuitive video menu layout that facilitates channel navigation
- Rapid channel change (less than 1 sec) providing uninterrupted services
- Unparalleled video quality

Operators and Content Providers

- Improve ARPU with new revenue generating services
- Promote video usage among existing mobile phone users
- Strengthen subscriber loyalty
- Robust carrier grade solution with scalability up to multi-million users systems
- Reduce time to market with ready to use, flexible programming environment
- Open service description technology
- Rapid content deployment with ability to dynamically change TV content based on choices made by the user interacting with the content
- IMS infrastructure integration accessible by 2.5G/2.75G/3G mobile, Wireline/Wireless Broadband and HTTP



SUMMARY

Dilithium ViVAS™ bridges the current technology gap between mobile TV and 3G networks. The platform reduces transcoding errors, enhances video quality, improves user experience and makes it easier for the consumer to watch any information that they want, when they want.



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