



COMMUNICATIONS FOR A BORDERLESS WORLD .....

**VIVAS**  
VIDEO VALUE ADDED SERVICES

## Video Blogging

Video blogging is a new medium for people to post user generated multimedia content. The ViVAS™ Video Blogging solution allows users to instantly record, review, and share personal videos at the highest quality. It enables users to connect instantly with friends, families, and entire community of mobile subscribers.

Dilithium Video Blogging is based on highly flexible and versatile Dilithium ViVAS (Video Value Added Services) platform as well as industry leading know-how on converged video solutions for the mobile, broadband and internet markets. ViVAS provides a rich and personalized customer experience, enabling consumers to access diverse video content when and where they want it.

Dilithium ViVAS is a hardware and software solution that provides reliable real-time

streaming of video content to and from mobile wireless devices and SIP clients. The platform incorporates a media server, SIP server, multimedia transcoding gateway, and a comprehensive service creation environment.

ViVAS incorporates many of Dilithium's patented technologies, including Unicoding™ that significantly reduces audio and video delays; MONA (Media Oriented Negotiation Acceleration), which decreases the session setup time to around one second, comparable to voice calls; and delayed charging capability that enables delivery of free media during the call set up time.

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

### KEY FEATURES

- Record a video
- Review the recorded video
- Upload and store recorded video
- Real-time transcoding and immediate access to content without buffering effects
- Access via operator designated premium number
- Browsing through menus using mobile phone keypad
- Ability to request selected video clips. E.g. Top 10 videos of the day via SMS



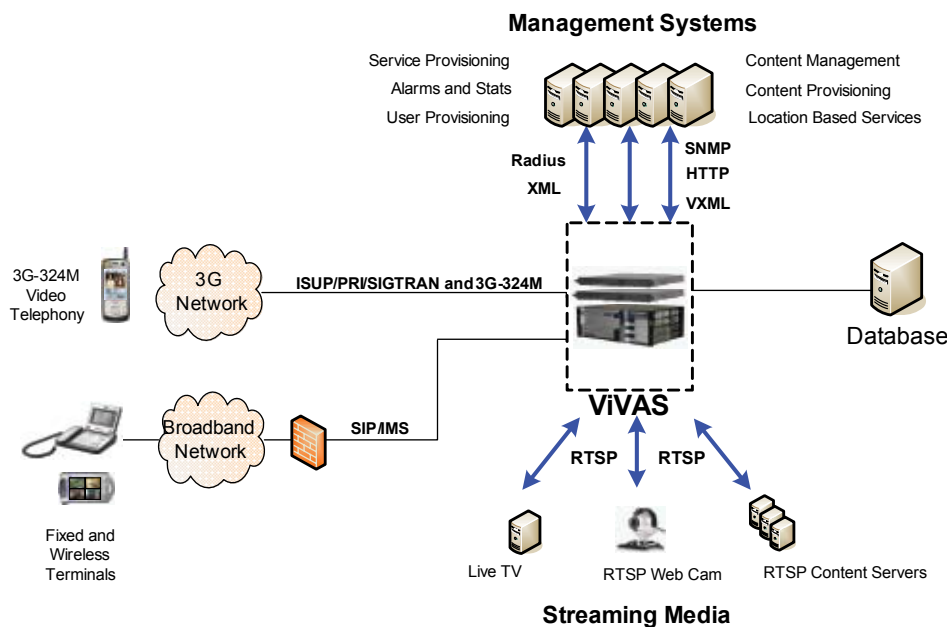
## BENEFITS

### Consumers

- Ability to access video blogs on the mobile phone
- Instantly share recorded videos with friends, families, or entire mobile community
- An intuitive video menu layout that facilitates content navigation and selection
- Rapid video content connection (less than 1 sec)
- Ability to request selected video clips e.g. top ten videos of the day via SMS
- Unparalleled video quality

### Operators and Content Providers

- Improve ARPU with new revenue generating services
- Potential advertising supported mobile blogging model
- Promote video usage among existing mobile phone customers
- Strengthen subscriber loyalty
- Robust carrier grade solution with scalability up to multi-million users systems
- Open service description technology
- IMS infrastructure integration accessible by 2.5G/2.75G/3G mobile, Wireline/Wireless Broadband and HTTP



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