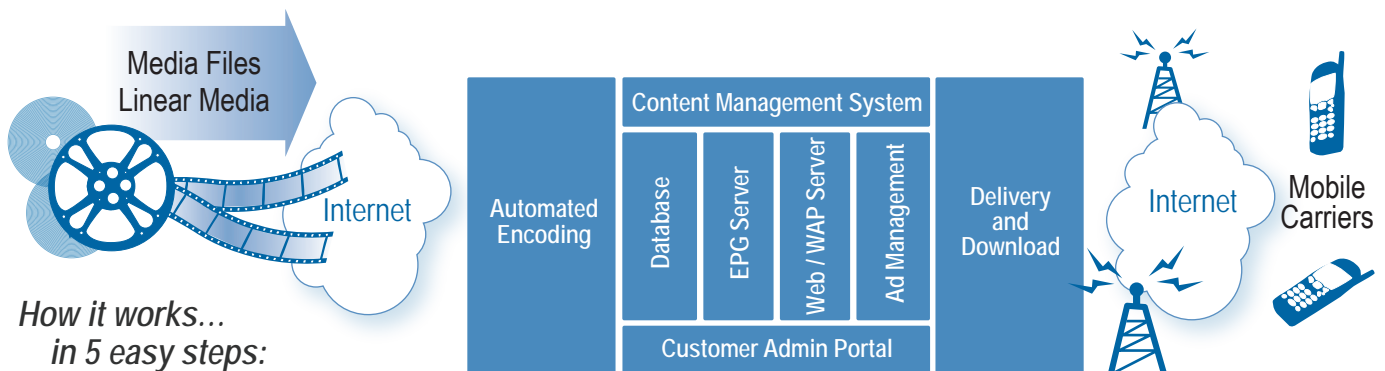


OVERVIEW

thinMobile Platform™ is a turnkey solution for encoding, hosting, managing and delivering multimedia content to mobile subscribers on all major networks. This end-to-end solution provides set-up, configuration, monitoring and tracking of content delivery. Content providers and aggregators choose thinMobile Platform™ because of its reduced cost, speed-to-market and ease of integration. thinMultimedia's cutting-edge technology enables faster downloads, better error correction and improved playback quality.

thinMobile Platform™



How it works...
in 5 easy steps:

1 Describe all Feeds

Describe all content sources, feeds and metadata.

2 Target Carriers and Devices

Identify media capabilities of target devices and carriers.

3 Configure EPG Server and Automatic Encoders

Configure EPG servers and Automatic Encoders to pull content in from your sources to our site.

4 Trial

Launch the service as a trial to a pre-defined set of customers. This can be anywhere from 2-4 weeks in length.

5 Launch

Commercial launch.

SPECIFICATIONS

Features

- Automated content ingestion
- Automated encoding of on-demand and linear content
- Linear and on-demand broadcast
- Dynamic EPG generation
- Metadata management
- Dynamic bit-rate adaptation
- Video-on-demand (VOD)
- Music-on-demand (MOD)
- Scalable to millions of users
- Secure and fault tolerant systems
- Resolves handset fragmentation
- Platform and network neutral

Media Input

- WMT, AVI
- ASF, MPEG-2
- QT, MOV
- RM

Media Output

- 3GPP/3GPP2
- Audio and Speech Codecs: QCELP, EVRC, AMR, AAC, AAC+
- Video Codecs: MPEG-4, H.263, H.264
- Spatial Resolutions: SQCIF, QCIF, CIF, QVGA, VGA
- Variable bit rate: 8Kbps – 1Mbps
- Frame Rate: 1-30 FPS, Key Frame Interval
- Protocols: HTTP, RTP, RTSP, SDP
- Streaming, Download



FEATURES AND BENEFITS

Reduced Time-to-Market

Because thinMobile Platform™ is network (GSM, CDMA) and device neutral (BREW, Java, WAP), content providers can maximize distribution and increase revenues with a single source for their mobile multimedia offerings; content services can be launched in as little as four weeks.

A Turnkey, End-to-End Solution

We provide 24 x 7 x 365 support. thinMultimedia's experienced production team becomes an extension of the customer's broadcast schedule and operations. thinMobile Platform™ is based on an end-to-end ASP architecture which includes automated content ingestion, encoding of on-demand and linear content, metadata management, EPG generation, scalable and robust delivery, dynamic bit-rate adaptation and content storage. The system includes thinMultimedia's superior real-time broadcasting solutions, supports video and music on-demand services and provides web-based reporting.

Reduced Costs and Increased ROI

thinMobile Platform™ is scalable to millions of subscribers and seamlessly interfaces with all content provider systems. This reduces infrastructure investment and development costs. With the ease of integration and reduced costs, thinMobile Platform™ gives content providers a fast path to new revenue generation and significant ROI.

Flexible Business Models

thinMobile Platform™ enables on-deck and off-deck support and gives content providers more options for monetization of content including: advertising, subscription, single-use, revenue share, promotion and free preview. Off-deck solutions give content providers more control over both branding and the user experience.

Branding Advantage

As a turnkey, white label solution, thinMobile Platform™ affords content providers more control over their brand and distribution system ensuring the best user experience.

Detailed product information is available at www.thinmultimedia.com.

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