

Video Portal for Content Delivery

The arrival of next-generation networks has resulted in a wealth of new communications services that are helping operators drive rapid returns on their network investments. As broadband penetration increases and 3G network deployments continue, ideas for new and compelling video services are viewed as a way to attract new subscribers, distribute new products and increase revenue.

Today content is the number one driver in the adoption of new video services and presents unlimited revenue potential to operators and content providers alike. Revenue is derived from the rapidly growing and infinite supply of content such as movie trailers, music videos, live events, news, sports and dating. Movius' Video Portal drives content consumption and premium revenues for operators and content owners, and follows 3GPP specifications.

Subscriber Interactivity

Video Portal is a highly interactive application that gives video telephony users fast, direct access to their favorite video content including streaming camera services. It includes a dynamic menu driven video interface. Subscribers browse, search and view content by using the appropriate keys on their mobile phone keypads. The Content Carousel feature lets users navigate through the user experience and easily skip forward and backward through a wide selection of content. Video Portal can be implemented to allow subscribers to access the Portal directly (by out dialing to a direct number or short code) or from inside a subscriber's video mailbox.

Direct Video Portal Access

In a standalone implementation, subscribers access the Video Portal independent of the video mailbox. In this scenario, the

Video Portal serves as the framework for supporting purchasing, streaming Web services and the consumption of audio and video content. The Video Portal validates billing using Movius' XML-based real time billing interface (RTBI).

Video Portal with Video Mail

When Video Portal is integrated with Video Mail, the Portal offers additional purchasing and fulfillment capabilities. This module is called the Video Storefront. With the Storefront, user information is combined with the natural frequency and reach of the mailbox to more assertively promote content visibility and selling. Subscribers are automatically authenticated when accessing their mailboxes, enabling instant fulfillment and billing. The Storefront, as an effective distribution channel, can be customized, fully branded and stocked with choice of content, services and merchandise. Controlled by class of service, the Storefront appears as a key press option on the main menu of Video Mail.

Video Portal for Content & Service Providers

- Generates revenue from content, merchandise and other services
- Extends your brand with full interface and Portal customization
- Increases minutes of use with content consumption
- Attracts new customers and reduces churn using a highly sticky application
- Leverages the mailbox as an effective distribution channel
- Allows advertising and brand sponsorship

Subscribers Receive:

- Anytime, anywhere access to rich video content
- An intuitive, highly interactive user experience
- New entertainment, personalization and self-expression capabilities
- A readily accessible and convenient way to shop
- Instant billing and fulfillment

Video Portal Delivered on Versera ICE

Video Mail is advantageous because it's built on Movius' Intelligent Communications Environment or Versera ICE. Versera ICE incorporates globally accepted standards like Java, HTTP and VoiceXML. With VoiceXML, Movius effectively

eliminates product silos and creates a common user experience across applications. Menu customization is easy, allowing your company to deliver a truly unique Video Portal solution to subscribers. With Versera ICE you receive a high velocity service creation environment, and a cost effective converged communications platform for deploying multiple, revenue-generating applications like Video Mail, Video Portal and Video Storefront.

Get the Most from Movius

Movius provides solutions for interactive mobile media and messaging that enable service providers, media companies and advertisers to offer a new level of personal interaction to their customers. Discover how Movius can help you drive new revenue. Visit our website at www.moviuscorp.com to learn more.