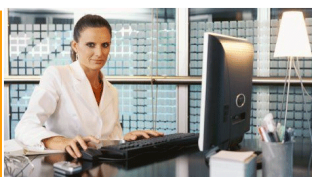


Veedia
MOBILE VIDEO SOLUTIONS

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Veedia™ Flash 3G Video Gateway

Sharing content:
With Veedia no one gets left out



Veedia™ Flash 3G Video Gateway

Using video calling to access Flash based web applications with video and multimedia content

Every six months the number of video applications on the Internet doubles. Flash Video popularity fuels this growth and continues to take market share away from other formats—mainly due to its nonexclusive nature.

VEEDIA Flash 3G Video Gateway leverages this opportunity providing 3G mobile phone users with the capability to send and receive Flash Video based content and applications.

The VEEDIA platform is an Adobe Flash to 3G video call gateway that permits 3G users to access Flash based web applications with video and multimedia content [live streaming (webcam), pre-recorded and interactive video, games, animations, live cam-to-cam (3G to PC), etc.] by placing a standard video call from any 3G handset.

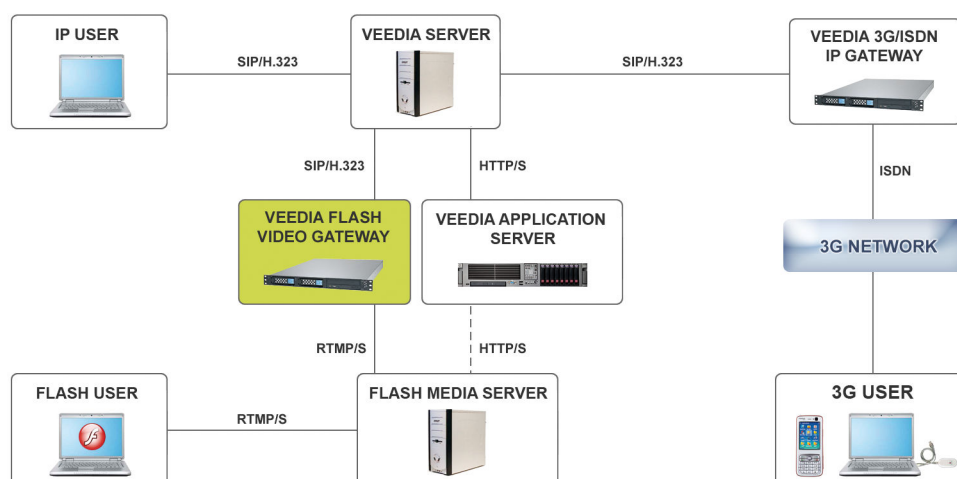
VEEDIA Flash 3G Video Gateway enables real-time mobile user interaction with Flash Video based applications. This provides an easy way for content

providers and service providers to expand the range of applications that are currently only available for IP users to mobile users without taking on expensive integrations or development costs. Using any 3G handset, mobile users can easily engage in live online Flash applications (games, gambling, webcams, etc.) with IP or 3G users.

VEEDIA Flash 3G Video Gateway is not a WAP portal or similar, therefore it's not limited by type of device or features. The platform requires no GPRS or 3G data access configuration.

With the VEEDIA Flash 3G Video Gateway no integration is necessary. The gateway is not a development platform, so there is no need to waste expensive development resources.

Content providers and service providers only need to create "mobile skins" for their portals on their current Flash platform; it's not necessary to change Flash Media Servers or applications servers.



Veedia Flash 3G Video Gateway Highlights

Bi-directional video and audio live communication between Flash and mobile users

By including VEEDIA Flash 3G Video Gateway in the architecture of a Flash Media Server based video conference application or video chat application, VEEDIA provides the capability for mobile users to receive real-time video generated by Flash clients who have a Webcam and microphone and vice versa.

Extend Flash applications to traditional IP/ISDN videoconferencing equipment

VEEDIA Flash 3G Video Gateway enables traditional IP/ISDN videoconferencing equipment such as H.323/SIP clients, and Polycom/Tandberg/Cisco videoconferencing equipment to access Flash video and multimedia content as well.

Real-time access and content publishing from 3G phones to applications such as video blogs

Using video calling the VEEDIA Gateway provides direct access to streaming Flash Video based video blog content without the need to convert massive amounts of video blog portal video. Likewise, mobile users can easily add their own content to the blog by simply making video calls from their mobile phones.

Exchange video messages between 3G and web users

VEEDIA Flash 3G Video Gateway use is not just limited to online communications, it also can be used to exchange video messages between 3G users and IP users such as with dating and messaging applications and video mailbox.

Key features

- Access to Flash based web applications with video and multimedia content with all the current Internet features
- Live video and audio feeds to any 3G device, with superior quality
- Live cam-to-cam feature (full bi-directional video and audio communication) using the 3G phone's webcam and microphone
- Navigation and interactivity just like online Internet portals (searches, online status, etc.)
- Access to stored videos, chat and other features
- Flexible access and payment methods: Customers can access and pay for service using the same premium number. No need to pay by credit card. Customers only pay for the time they are connected.

Key features

- Straightforward and direct integration with existing Flash services.
- Direct access from a 3G phone by simply making a video call.
- Use of DTMF tones to enable mobile user interaction with the application.
- IMS and SIP ready.
- Horizontal and vertical scalability and redundancy.
- Ability to drastically augment number of potential users with minimal integration
- Possibility of billing mobile clients via premium phone numbers (i.e. 80x, 90x)
- Support for multiple independent video accounts and associated security.
- Capability for each client to group different services assigned to different numbers together, and capability to manage them independently by using logins and passwords that only give access to the part that corresponds to this client.
- Flash applications can be hosted and managed independently for each client.
- Historical multi-tenant call reporting (each client accesses only their own information).
- Ability to generate CDRs (call detail records) and manage them using multi-tenant web tools.

Killer applications

- Live Webcams
- One-to-one Video Chat / One-to-Many Video Chat
- Video Blogs, both access and publication
- Video Dating and Video Messages
- Real-time 3G video publication to websites (webcasting)
- 3G Videomail access from Flash client (without installation)
- Video calls between 3G and PC users without any application installation

TECHNICAL SPECIFICATIONS

Supported Flash Servers

- Adobe Flash Media Server 2.0+
- Wowza Media Server Pro 1.1+
- Red5 Flash Server 0.6+

Supported Flash Clients

- Flash Player 7,8 and 9
- All platforms supported by Flash Player (PC, MAC, Linux, Pocket PC, Solaris, HP-UX)

Supported protocols and codecs

- Flash Communication: RTMP, AMF
- IP Communication: H.323, SIP/IMS
- 3G Communication: 3G-H324/M, ISDN, 3GPP
- Video: Sorenson Media, On2 VP6, H263
- Audio: G.711A/u, G.723.1, AMR, Nellymoser, MP3