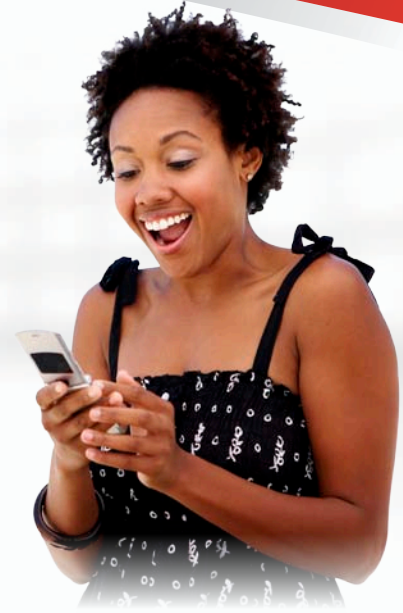


SmartVision Mobility

3G MOBILE TV SERVICE PLATFORM

SmartVision Mobility, the premiere customizable service platform for the delivery of video to mobile handsets, offers a complete solution for 3G and WiMax mobile networks.



The increasing demands of 3G and Wimax mobile network operators are now being addressed through the features available on the Thomson SmartVision Mobility service platform. The solution integrates a mobile video headend with a service delivery platform and is aimed at delivering both Live TV and VoD services to mobile devices. Mobile network operators or content providers using the SmartVision Mobility platform can build their own services with a customized look and feel, select the most appropriate business models and offer, on top of regular Live TV, a full range of interactive services to make maximum use of each mobile handset's features.

LiveTV management

The SmartVision Mobility platform provides an advanced Electronic Program Guide/Electronic Service Guide (EPG/ESG) that gathers, composes and

formats the various data that describe a service: channel plan, VoD list, program description, logos, encoding details, stream addresses and pricing and purchasing information.

The ESG is generated automatically from various sources such as EPG providers, service providers' configurations, and the mobile video headend. It is then published via the WAP portal to be browsed by end-users or sent to dedicated applications on the device. Using the SmartVision Mobility platform, a service provider can create Live TV offerings that can be packaged as a portfolio of channels, following both a free-to-air or a pay-per-view model.

VOD management

SmartVision Mobility also provides full content management features for VoD offerings. Several categories of VoD can be assigned in the catalog, depending on the service provider's

preferences. Different ways to consume VoD are offered: VoD can be free, individually rented or subscriptions can allow the end-user to easily browse and view different parts of the catalog. Additionally, VoD programs can be organized into playlists to offer a simulated Live TV channel experience.

Interactive services

By its very nature, the mobile handset is the ideal, highly-personalized device for participating in interactive TV. Furthermore, the mobile network itself provides both seamless authentication and a payment infrastructure, making the introduction and use of interactive applications much more secure and straightforward. By adding these on top of Live TV or VoD offerings, service providers can enrich the service mix still further, increasing traffic and revenues through alert messages, clickable banners for advertising and

KEY FEATURES

- Integrated with Mobile Video headend
- EPG creation, edition and distribution, compliant with Open Mobile Alliance BCAS standard
- Web and WAP portal for EPG browsing and automatic registration and self- management of profile
- Live, VoD and simulated LiveTV offers
- Free-to-air and PayTV model management
- User database management and billing support in prepaid and postpaid modes
- Standardized interactiveTV: content distribution, voting, banner, interactive links
- Open Rich Media client offering that allows a customized user experience, interactivity and fast channel switching, plus various options for the client's own application development
- Easy upgrade toward broadcast mobileTV and broadband wireline IPTV

information services, SMS voting, gaming, and m-commerce applications. The SmartVision Mobility platform fully supports the creation of these services through its interactive service creation environment, allowing end-users – for example - to schedule programs from the EPG and receive a reminder SMS before the program starts. While watching Live TV programs, the end-user can also participate in a vote in only two clicks, or be directed to a WAP service in one click.

Partnership with RealNetworks

Partnership with RealNetworks SmartVision Mobility uses the Helix Media Delivery Platform from RealNetworks for live and on-demand video. The Helix Mobile Server delivers the highest quality video to more mobile devices than any other solution. And since Helix is the industry leader for mobile video among network operators and content providers, SmartVision Mobility easily integrates with existing video deployments.



A single portal for Multi Mobile Network Operators (MNOs)

The SmartVision Mobility service platform can support the activities of several service providers – each with their own programming mix - on the same platform. For instance, Mobile Virtual Network Operators (MVNOs) define their offerings and manage their own subscribers on a single, shared platform owned by a third party. Each end-user connecting to the platform is automatically and transparently directed to their own service provider, while each service provider can specify and control their particular offerings, including service plans, EPG, pricing and interactivity. In such a relationship, billing is managed separately for each service provider.

Modular and Open Architecture

SmartVision Mobility is a modular platform that can be used in various configurations depending on the customer's needs. Four independent modules can be used in a deployment: the Live TV manager, the VoD manager, the Subscriber management system (used for the database of PayTV end-users), and the Interactivity module.

In addition to its elegant modularity, the SmartVision Mobility platform is based on open standards and open APIs. A service provider can therefore deploy a service with a future-proof solution that can be upgraded to a mobile broadcast service or linked to an IPTV service.

Unified ESG

The EPG/ESG kernel of the SmartVision Mobility platform is based on the OMA BCAST standards, adopted in 3G multicast and broadcast (DVB-H and ATSC M/H). This guarantees the most open EPG solution available in mobile TV and allows ready integration with third-party equipment or other services such as broadcast or multicast mobile TV.

Scalable Solution

The SmartVision Mobility platform is truly scalable, capable of easily supporting rapid growth in content choices, channels, services and subscribers and is designed to closely match each operator's particular needs and their associated deployment strategies.

SPECIFICATIONS AND ORDERING INFORMATION

The SmartVision Mobility platform is available in a number of configurations. Please contact your Thomson representative for more details.

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