

# Product Brief

## Start VideoCelling™ Today!

Despite media hype, it is still very difficult for the independent content providers to directly reach their target audience. High data tariffs, complex service discovery and various carrier limitations on streaming all combine to make Direct-To-Consumer (D2C) video a concept rather than a reality. DSPV has developed a unique platform to solve this. Based on video calls, and utilizing a unique all-in-one software architecture, DSPV's patent-pending VideoCelling™ platform runs on standard hardware and provides the content provider with everything required to launch a profitable and scalable video service. No special gateways or integration with the carrier is required, and a service can be started literally within a day. Since users only need to know which number to (video) call, service promotion and viral distribution become trivial! All essential aspects of a video service are provided:

- Video Encoding - encode from any popular format into MPEG4/H.263.
- Video portal design - define your portal flow using a variant of the popular VoiceXML standard.
- Video Call Management - based on DSPV's own 3G.324M protocol stack, no external gateways required.
- Billing and Logging - a full log of each video call allows complete control over user access and charging.

### VideoCelling™ Visual Response

#### Encode any clip

A patented encoder specially built for video call standards, encodes directly from Windows Media, Real Media, Flash Video, MPEG-2 and MPEG-4. Special encoding support for subtitles, spotty coverage.

#### Enliven your graphics and text

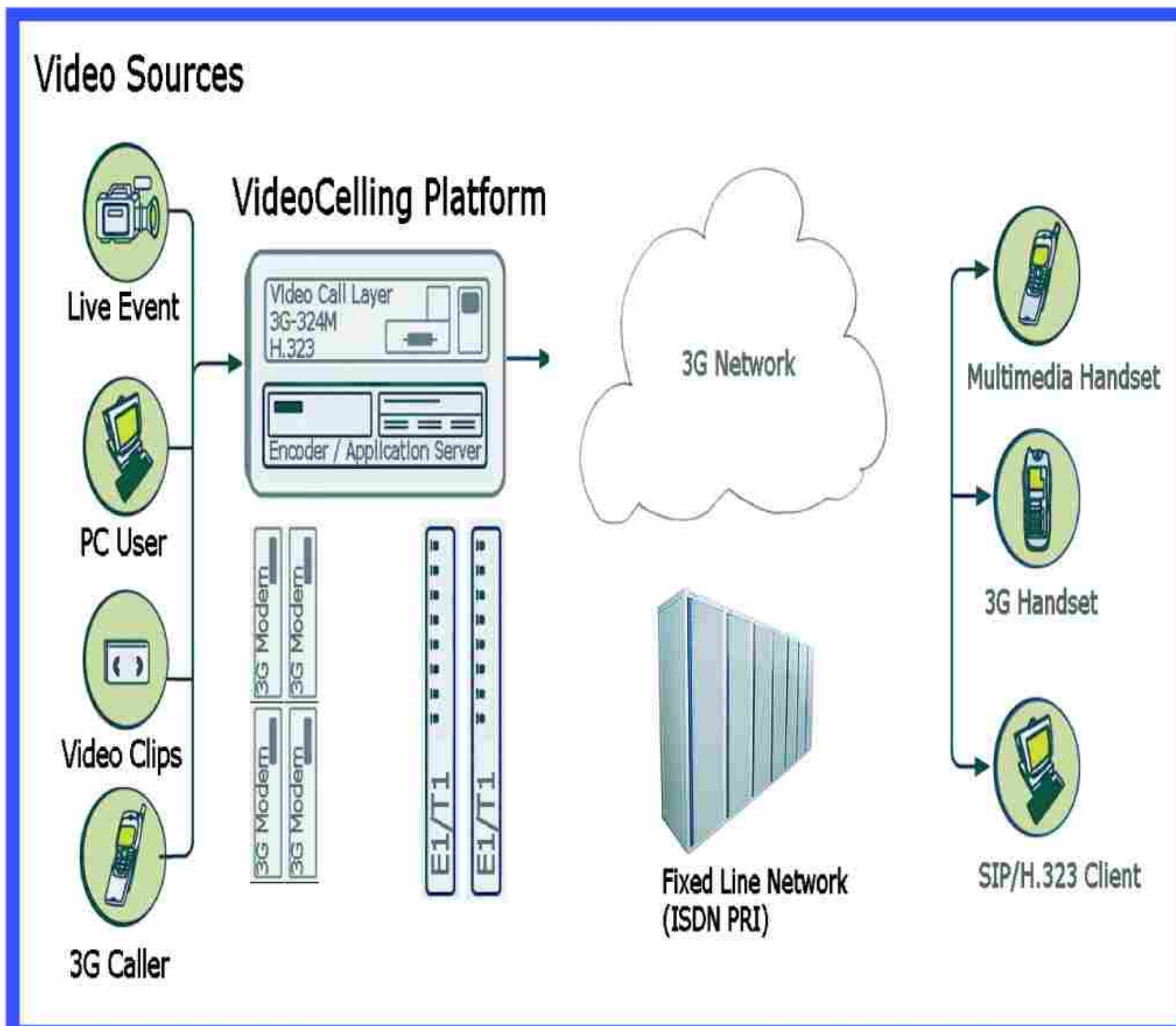
Dynamic generation of video containing text and graphics. Support for Flash-like effects - moving text and live charts. Patent pending method for robust encoding of synthetic video.

#### Stream to any phone

All 3G phones support video calls. No client or setup is required. No need for a data connection, WAP/MMS settings etc. Support for Postpaid and Prepaid.

#### Interactive Features

Supports DTMF decoding, image recognition and OCR - providing for truly Interactive Video Response



DSPV's VideoCelling™ platform can run on a single PC server, yet support dozens of simultaneous video-callers. An E1/T1 connection can be used to handle large volumes of calls and premium call rates, while a set of 3G modems can be used for small systems utilizing Premium SMS billing. In both cases, the carrier is used only as a wireless network provider, giving you, the content owner, full control over the video experience and full immediate interaction with your true customers - the users!

### Direct contact with your customers

Since video calls are used, you can directly identify your customers' payment and usage status based on their phone number. You can send them promotion SMS or MMS messages or encourage them to share the access number with their friends. Using the log files, you can study the consumption habits of your users instead of having to guess. Start VideoCelling™ today, Virtually any application is possible:

- Interactive Video Portals
- User Generated Content
- Live Events
- Video Surveillance



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