



MobiPorter – Streaming Framework Corporate Presentation

April 2011



Outline

- ✘ About Us
- ✘ Streaming Framework
- ✘ ADIAS – Content Adaptation
- ✘ FORMT – Frame Object Real-time Media Transcoder
- ✘ What does it mean for you
- ✘ Next Steps



About MobiPorter

- Private held company, based out of New Delhi, India
- founded in late 2008 by technocrats (ex-Purdue, ex-IIT)
- Focus:
 - Help Business leverage the opportunities presented by the mobile platform
- Core Competence: WAP/Mobile Internet, Video on Mobile
- Key Services: WAP Solutions, Video on Mobile, Turnkey Development
- Have developed our own Content Adaptation Server, AdIAS
 - Lets one build a single web app that will work across all mobile phones!
- Have developed our own Video Framework, MobiARTS and Ad Server
 - Supports live feeds as well as offline media
- Also do iOS, Android and Blackberry Apps



About MobiPorter

☒ Industry Focus

- Travel
- Media
- Advertising
- IT
- Entertainment

☒ Technology Practice

- Video: RTSP/RTP/RTCP, RTSP-over-HTTP and download-n-play solutions, transcoding, HTTP Live streaming
- WAP: WAP 2.0, WCSS, XHTML-MP, WAP Push, SMS integration
- Apple: iPhone / iPad
- J2ME: J2ME, MIDP, CLDC
- Android
- J2EE, .Net, PHP, Ruby
- [Compliance: 2.5 & 3G!](#)



Management Team

☒ Dheeraj Jain

- B.S. (Comp Sc.) Purdue University
- 15 years Experience in Deployment and support of Large applications
- Mobile Solution Delivery expertise

☒ Deepak Rathore

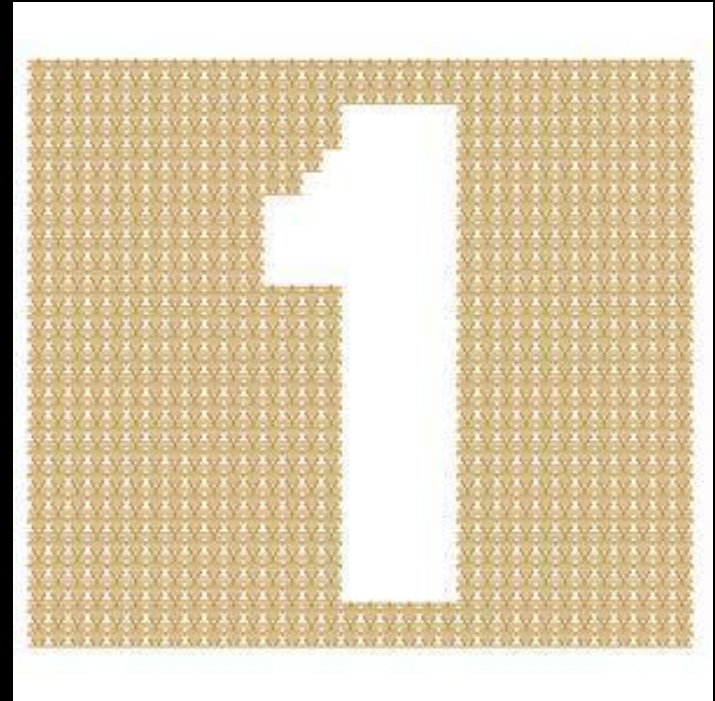
- B. Tech (Comp Sc.) IIT Delhi
- Industry experience in
 - Online Travel
 - Comparison Shopping
 - Mobile multimedia



The Story so far

Innovative player in offering online solutions in India

- 1st company in India to implement a WAP-based integrated Flight and Hotel booking solution.
- 1st Company to build an end-to-end Education Portal for online applications for studying abroad for a leading Education advisory firm.
- Developed HeRMES, a *secure* web-based workflow Requisitioning system for Staffing
- First company to offer WAP (mobile-web) based surveys in India.
- Conceived and developed an online marketplace solution for the retail sector (soon to be launched)



Have *on-air experience* across 2.5 and 3G networks in Europe and India



Value Proposition

The **Mobile** edge

- Mobile – the only technology that the Customer can use anytime, anywhere!
- Extend existing web infrastructure to a new channel

The **MobiPorter** edge

- Go Live faster-
 - Integration expertise with existing systems
 - Avoid costly experiments and false starts
- Leverage our niche expertise
 - Scalable solutions and software development services
 - Technology – WAP & Video Streaming
 - Integration services
- Reduce your costs
- Do it right the first time!

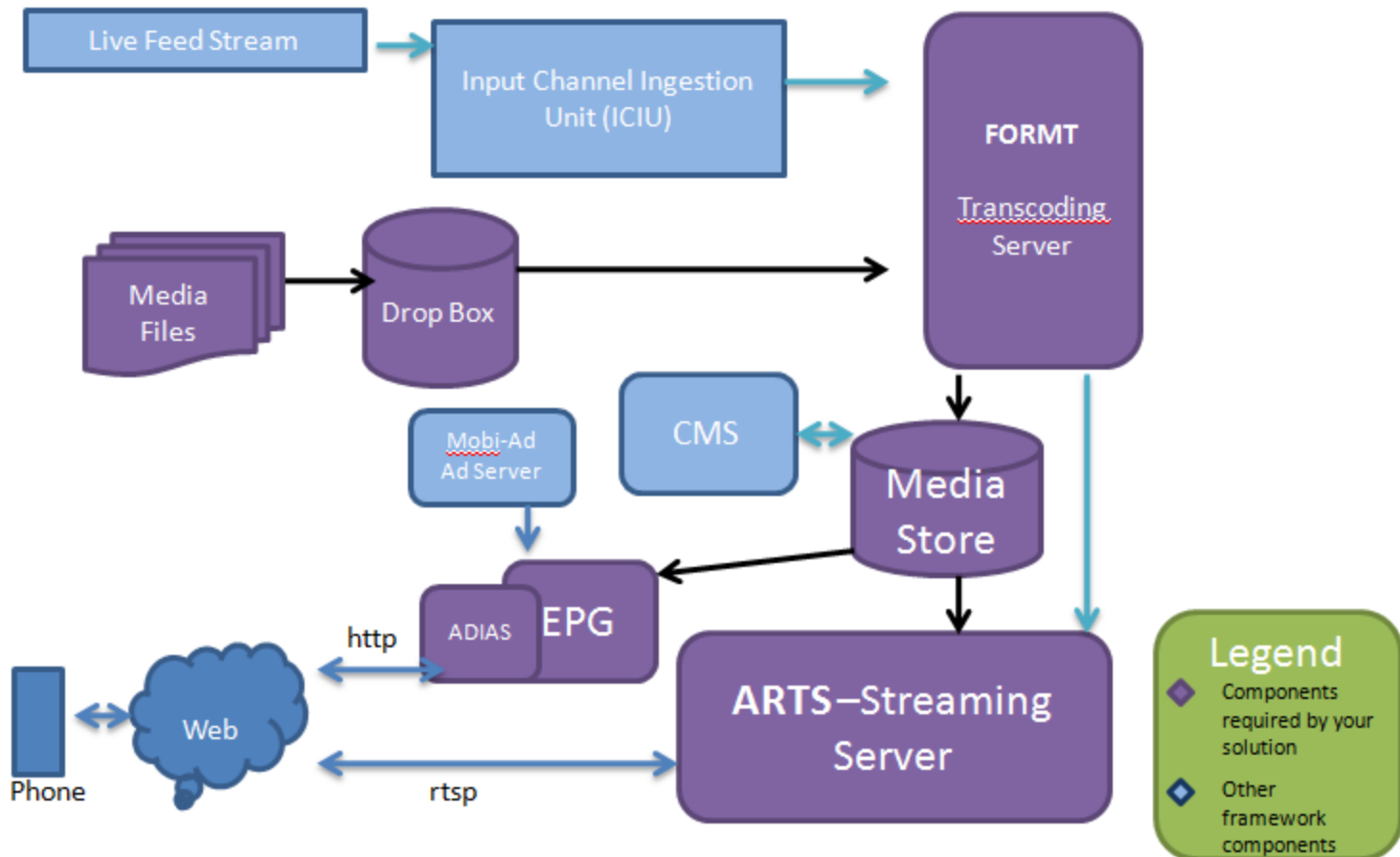


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Streaming Framework Overview



Components

Essential:

- ❌ DropBox – Content ingestion of video files
- ❌ FORMT – Media Transcoding server
- ❌ Media Store – Repository
- ❌ ARTS – Streaming Server
- ❌ EPG – Electronic Programming Guide
 - ❌ Helps you Creates dynamic wap pages for your site
- ❌ ADIAS – Content Adaptation Server

Optional:

- ❌ Mobi-Ad – Banner Ad server
- ❌ CMS – Content Management System
- ❌ ICIU – Input ingestion for live feeds
- ❌ Reporting Server and Fulfillment engine – not depicted in illustration



Key benefits

- ❌ Works across all phones that have a media player
- ❌ Support Bit Rate adaptation and other QoS services
- ❌ Supports Real-Time streaming delivery
- ❌ Scalable solution. Only limited by hardware
 - ❌ Clustered server option available for High Availability needs
- ❌ Integrates with all technology platforms
- ❌ Standards compliant – OMA - STI



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Key benefits of ADIAS

- ✗ It's a CAS (Content Adaptation Server)
 - ✗ Write Once – Use Everywhere
 - ✗ Ensures content uniformity across all supported handsets
 - ✗ Images aspect ratio automatically adjusted
- ✗ Simple to use
 - ✗ Leverages the Browser paradigm
 - ✗ No downloading or configuration required!
- ✗ Integrates easily with your existing solutions
- ✗ Fast and scalable – supports up to 1000 users per second
- ✗ TCO generally much lower than other solutions



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Key benefits of FORMT

- ✘ It's a Transcoding solution
 - ✘ Converts video and live broadcasts to a stream-able format
- ✘ Video Architecture
 - ✘ Video codecs supported: 3gpp , 3g2, mp4, wmv, Real Media, mov
 - ✘ Audio codecs supported: AAC, AMR, WMA, mp3



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Benefits

A platform neutral approach

No app distribution and
Installation issues

Part of your Marketing mix

Supports movie-snacking!

Focus more on your business
proposition and less on support

Build apps where the demand
Justifies



More cost-effective

Direct to Customer service

Ideal for reaching everyone

Better User Engagement

Higher Customer Satisfaction

Better ROI



But ... I still have doubts

☒ Who uses WAP / Mobile Internet ?

- ☒ Indo-Pak semi-final match approx 1/3 of visitors to EspnCricinfo site were to the mobile website! “ESPN’s total global audience was 63.6% on the mobile web and 36.1% online”
- ☒ Google India’s MD has reported of 40 million mobile internet users in India .
 - ☒ Says its growing at an amazing rate (over 40%)! Expects 300 mill by 2014
 - ☒ “in the SEC A and B age group 15-34, there are 33 million people in India; almost all of them are actually online, and they’re spending more time online than on any other medium”

☒ But ... an App is cool?

- ☒ ROI is cooler! Can your app guarantee your ROI?
- ☒ App usage data trends indicate - drastic usage fall after the first 3-4 days.
- ☒ **We Recommend: WAP for reach; compliment with Apps based on user spread.**



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Next Steps

- ❑ Definition of Scope
- ❑ Requirement Specifications
- ❑ Pilot run



Q&A

