



## Movidity Adds 3GP Support

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Movidity announced today that has expanded support for the 3GP standard. Devices that support 3GP, or have 3GP embedded media players such as cell phones and Blackberry devices can now leverage Movidity's unique multimedia system to receive audio / video on –demand.

Support for 3GP provides for the use of Movidity's transcoding and transmission system in conjunction with embedded 3GP media players. For devices that exhibit lower Java performance, this means the embedded 3GP players are now used by Movidity to significantly enhance video frame rate.

"With native 3GP support built into movy.tv and Movidity's server platform (MMES), we can now leverage the full hardware based performance of embedded media players while at the same time use Movidity's unique streamless technology to delivery video / audio to mobile devices on a global basis" remarked Mauro Lollo, C.E.O. of Movidity Inc.

3GP support will be implemented for various platforms including RIM Blackberry devices by Q3 2007 on both movy.tv and MMES.

For more information please contact [info@movidity.com](mailto:info@movidity.com)

### About Movidity

Movidity is bringing the future of multimedia to the mobile world, today. Movidity is a tightly integrated system of software elements that perform multimedia transcoding, distribution, and transmission to mobile devices running a Movidity "player". Movidity leverages highly advanced algorithms, innovative video processing, and a new, unique transmission method to provide quality video and audio-on-demand, along with two-way interactive capabilities to wireless mobile clients. Cross-compatible to all GSM, CDMA, WCDMA, EVDO and i-mode networks, Movidity enables global access to rich multimedia content at disruptive economies of scale. Headquartered in Toronto, Canada, Movidity's products are available to mobile device manufacturers, wireless service providers, content creators / providers, and even individuals. More information on Movidity is available at <http://www.movidity.com>

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Contact Details:

Movidity Inc.

[info@movidity.com](mailto:info@movidity.com)