



Movidity upgrades MMES

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Movidity announced today that has upgraded its leading server based mobile streaming product – MMES (Multimedia Mobilizing Enterprise System). Strides made in the engineering and testing of services available on movy.tv have been incorporated in MMES.

MMES represents the core of Movidity's engineering and research embodied as a software based product. Organizations of all sizes can purchase MMES to mobilize practically any video / audio media for a wide range of mobile devices including cell phones and Blackberry platforms. MMES typically works without any requirement for streaming protocols or cellular carrier involvement. With MMES, practically any organization can use the Internet to deliver multimedia to mobile devices on a global basis. A hosted model has also been made available for customers who wish to leverage a turn-key service to mobile enable their media/

MMES is available immediately, and is based on server licensing of concurrent streams.

For more information please contact sales@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