

Movidity announces updates to movy.tv

Toronto, Canada – October 7, 2007

Movidity announced today that its groundbreaking mobilization service, movy.tv, has been upgraded with new features. As the world's first media mobilization system, movy.tv allows practically any person or organization to deliver media to mobile devices on a global basis. The update newsletter is presented here in its entirety.



An Exclusive Update for Subscribers and Friends of movy.tv

Brought to you by [Movidity Inc.](#)

With the launch of movy.tv, Movidity has brought to market the world's first media mobilization system for consumers. Cell phone and Blackberry users can now post and access video or audio media of their choosing, from practically anywhere in the world.

This newsletter is intended to keep you informed of our progress. For questions, please contact movy.tv at info@movy.tv

Mobile Media Portal

A new Mobile Media Portal system is being developed as an adjunct to movy.tv. This hosted, web based portal will provide individualized access for corporate (and other) organizations who wish to provide mobile video and audio content to a selective user audience via cell phone or Blackberry. Demonstrations of the Mobile Media Portal are expected in November '07.

Content

Both live and archived content is now available through movy.tv and supported on various cell phone and Blackberry devices. Live content streams can be sent to movy.tv (through previous arrangement) where they are transcoded and provided to mobile users on-demand and in real time.

Mobile Client

The movy.tv mobile client is an integrated software application that is easily loaded onto cell phone or Blackberry devices. Features found on the movy.tv web site (portals, search capability, etc.) are extended to the mobile client.

Note: Users should download the latest version of the movy.tv client to their mobile device (on your mobile device, browse to www.movy.tv/m)

▶ 3GP Media Player Support

In addition to our own advanced Java media player, movy.tv now supports embedded 3GP media players found in various cell phone and Blackberry devices. By leveraging embedded 3GP players,

movy.tv streaming video can typically run at or above 12 frames per second using EDGE (or similar) services. Optimal playback of video is automatically configured by the client to use either the movy.tv Java client or an embedded 3GP media player. A listing of generally supported devices can be found [here](#).

▶ *Blackberry Support*

movy.tv supports true video streaming on the Blackberry 8100, 8700, 8800 and Curve devices over a standard internet connection or through enterprise BES server connections. In the case of the 8800, Curve and future Blackberry devices, the embedded 3GP player is supported for enhanced streaming media performance.

▶ *Simplified Menu*

A simplified menu system has been added to the movy.tv client, allowing for easier use.

▶ *Timeshifting*

The timeshifting function has now been activated in the movy.tv client. Timeshifting allows a user to rewind or fast forward within an archived or live media stream.

▶ *Streaming*

movy.tv is a true "adaptive bit-rate" media streaming service. Streaming media is accessible globally through the movy.tv client and browser capabilities of mobile devices; movy.tv runs over the open internet using the HTTP (port 80) protocol, and is not dependant on real time streaming protocol (RTSP), gateways or client devices.

▶ *Device Configuration*

Configuration of the movy.tv client is now achieved through both auto-sensing and manual configuration. Various items such as phone type, BES data segment size and other variable can be configured on the client. Enhanced optimization for different manufacturer's handsets is also available in the new device configuration.

▶ *H.264 Support*

movy.tv supports the H.264 protocol for streaming to mobile devices (e.g. iPhone) without a requirement for RTSP. movy.tv can transcode uploaded video in H.264 streams, for either live or archived media. Movy.tv also now supports higher bandwidth (WIFI) streams through the same transmission method (Internet, HTTP - port 80).

▶ *Efficiency*

In a recent technical demonstration, the Movidity Java media player (as used in the movy.tv client) exhibited exceptional battery life on mobile devices with ARM/Jazelle referenced processors (e.g. Sony Ericsson K700). The Movidity Java midlet was able to continuously decode / play locally stored mpeg4 video at 18fps for over 14 hours.

Web Features

▶ *Linking*

When viewing media on the movy.tv website, you're now able to link and / or bookmark specific media segments to popular services including del.icio.us, technorati, Furl, Digg it, Blinklist, and reddit.

▶ *Corporate Portals*

Support of discrete, secure movy.tv Portals for corporate organizations - either broadcasters or simply corporations who wish to mobilize their multimedia assets; administration of this content is done through Portal itself making the Portal a customized mobile media streaming website / system for corporate organizations; any corporation anywhere in the world can use movy.tv Portals to mobilize its video assets now. A new feature (as noted above) now provides for individualized, branded portals that are hosted by movy.tv.

▶ *Advertising*

Video advertising with both live and archived media is now available on movy.tv. Video advertising content is simply uploaded / transcoded like other video, and is then attached to existing content with specific subject matter tagging. Round robin / randomizing features are also available with ad content.

▶ *Messaging*

IP-based (mobile carrier and SMS independent) text messaging through movy.tv is now available for all members/subscribers of particular groups; mobile clients can communicate with other identified movy.tv "friends" through a text-messaging system that is part of the movy.tv mobile client.

[CLICK HERE TO JOIN & EXPERIENCE MOVY.TV](#)

- Users are strongly advised to have unlimited mobile data usage plans, otherwise significant usage charges can result
- To unsubscribe to this newsletter, please reply to this email with the word "unsubscribe"

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www.movy.tv

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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