



Frequently Asked Questions

1) What is movy.tv?

movy.tv is the world's first *mobile* media sharing website, enabling users to upload and share video/audio media with *mobile devices on a global basis*. Anything from a 10 second video clip to a two hour movie, to live TV and radio broadcasts can be received by a *world-wide mobile audience*.

2) How does movy.tv differ from sites like YouTube?

movy.tv was designed to enable practically anyone to upload video and share it with millions of *mobile* users world-wide. movy.tv is built on the advanced patent-pending media technology of Movidity Inc. Both archived and live media will be supported by movy.tv for consumer and corporate users.

3) Who created movy.tv?

movy.tv is brought to you by Movidity Inc. movy.tv realizes the dream of enabling practically any consumer to "mobilize" and share their own media content with millions of cell phone and PDA users on a global basis.

4) What makes movy.tv different & unique?

movy.tv is based on Movidity's patent-pending media technology. Our system uses a unique, Internet based transmission model allowing a wide range of mobile devices to access live or archived media on-demand. movy.tv provides world-wide access to media that has been

uploaded and converted into our special format to play on cell phones and PDA devices using our highly efficient media player software.

5) How does movy.tv work?

Similar to other video sharing web services, movy.tv allows members upload video to the website and then tag content. movy.tv then automatically "transcodes" the original video into our proprietary "media object" format. The media is then stored on our servers and made available for playback on mobile devices using our media player. A range of features, such as user groups, SMS and e-mail notification and advertising injection, will be available on movy.tv.

6) Is movy.tv free?

Like other video sharing web sites, use of movy.tv is free for consumers who wish to upload and share video/audio media content with other users. Corporate users will have the option of a paid subscription in order to access advanced features and potentially remove advertising injection from their mobile media. *Note, although public access to movy.tv is free, mobile users may incur usage charges from their cell phone carrier depending on their wireless rate plan.*

7) Do I need a special cell phone to use movy.tv?

The movy.tv media player is an ultra-efficient java "midlet," and will typically work on any browser enabled cell phone supporting Java (J2ME) / MIDP2. DoCoMo type handsets (Japan) are also supported.

8) How do I get the movy.tv media player on my cell phone?

In order to watch content from movy.tv, users will simply download our media player to their mobile device, where it will (in most cases) install automatically. Certain wireless carriers may require applications to be “digitally signed” so that they can function properly on the handset (this allows the carrier to control what you’re allowed to do). If your carrier demands signed applications, you can ask them to allow movy.tv on your handset.

9) Can I use PDAs like Palm or Windows Mobile with movy.tv?

Yes, our media player will function on PDA devices that support Windows Mobile® (CE) 3.0+ or Palm® OS 5.0+.

10) Does movy.tv work on BlackBerry?

Yes, our media player has been adapted to run on the RIM BlackBerry® 8700 and Pearl. Note that the video frame rate performance on the BlackBerry 8700 is significantly reduced due to the java implementation on this platform.

11) Will I notice a difference on my cell phone bill? Do I need a special wireless rate package to use movy.tv?

movy.tv uses wireless data transmission to send media and receive control instructions from the media player installed on a handset. While our system is quite efficient, watching or listening to media on your mobile device consumes bandwidth, consequently incurring wireless usage costs. Regular users of movy.tv will be advised to subscribe to unlimited data volume rate plans with their mobile carriers.

12) Is movy.tv technology really transparent to wireless carriers?

movy.tv uses the network transparent transmission model of Movidity’s Multimedia system. This transmission model relies on “objects” rather than bit streaming. Objects are sent using the common HTTP protocol (not to be confused with HTTP streaming) or basic IP. It is typically independent of mobile protocols and special gateways. In essence, watching movy.tv is somewhat like browsing web pages from the perspective of the wireless network.

13) Can I control the video feeds on my cell phone?

Through the use of our media player, movy.tv is both interactive and completely on-demand. Most users will be able to pause, rewind and fast forward video on their handsets, as well choose the media they want to view from a menu. With time-shifting functions, movy.tv will offer DVR like functionality for live programming.

14) Is there any ability to interact with movy.tv media on my cell phone?

As noted the media player on the handset, working in conjunction with movy.tv, allows a range of control over media streams. Interactive advertising and linking capability will allow users to “click-through” on particular media segments, allowing relative websites to be accessed directly or other future interactive functionality (like rewards programs, e-coupons, audience participation, etc.).

15) What kind of video quality can I expect from movy.tv?

Video / audio quality is dependant on a number of factors, including the capability of the mobile

device and available bandwidth of the wireless network being used. While the Java version of our player is perhaps the highest performing Java media application available, there are specific models of cell phones that use a substandard implementation of Java which reduces video frame rate. Testing across various devices and networks has shown performance anywhere from 3 fps (on low performance cell phones/networks) to over 35 fps on capable PDA devices.

16) Will movy.tv have any live (real-time) content?

The Movidity system used by movy.tv is easily capable of transcoding live (broadcast) media and sending it to a global wireless audience. movy.tv therefore has the capability of allowing thousands of live television, radio (AM/FM) broadcast channels, video cameras, etc., to exist as part of our service. We are working towards allowing users to send media streams to movy.tv, where they will be re-processed for broadcast to mobile users.

17) So a local TV / radio channel could use movy.tv to broadcast their signal to almost any mobile user in the world? How is this possible?

Well, before Movidity and movy.tv, it was impractical. One can consider the marriage of our technology and the empowerment of movy.tv to be an extension of the wired Internet's capability of delivering media to mobile devices.

Live broadcasts can be viewed concurrently by anyone capable of receiving movy.tv, anywhere in the world. So the small TV / radio station in a corner of the world can now send their signal to millions of mobile users in the same general way they would stream onto the wired Internet.

18) Can I really watch my videos or anything else on movy.tv from anywhere in the world with my cell phone?

Wherever your cell phone or PDA works outside of your local area, you should be able to operate movy.tv. For instance, a user in New York with a cell phone on a GSM/GPRS network traveling to Rome (Italy) will be able to run movy.tv and access all content as if they were at home. Similarly, anyone posting video to movy.tv on the Internet can share their media with any global wireless user who can run our media player and access movy.tv on their mobile device from the respective mobile network.

19) Will wireless carriers place restrictions on using movy.tv?

In the case of certain wireless carriers who operate CDMA based networks (primarily in North America), digital "signing" of applications loaded to the mobile device may be required. Without such signing, the functionality of the movy.tv player may be restricted. While we will pursue these carriers, users of movy.tv can also request that the service be allowed. Ultimately, consumers usually have a choice in providers, and can decide to switch to another carrier that is less restrictive and supports a more open approach to their customers.

20) Will everyone see my content, or can I have personal groups?

Users of movy.tv will be able to create private groups so that media can be shared only within that group. Specifically, groups can be created for either restricting uploads or viewing, and the general public can be included in the viewer group if desired.

21) How are users alerted to new media?

Both SMS and e-mail alerts will be available through movy.tv, notifying users in a particular group when new media is posted. Notification can be sent via SMS or e-mail messages sent directly to a mobile handset (if desired).

22) How do I find and access media on movy.tv using my cell phone?

Once downloaded and installed to the handset, our media player is able to search/list through user groups, as well as provide specific "media tag" searching. Search results will display lists of media weighted by popularity and other specifications.

23) Does movy.tv own the content after its uploaded?

By uploading media, you grant license to movy.tv to use, disseminate and distribute such media without any restrictions or royalties. The user who uploaded the media however remains the rightful owner of the content.

24) Will movy.tv censor or restrict content?

It is not our place to act as censors for private individuals or corporations who desire to share multimedia content with other users. However, material posted to movy.tv that is illegal, considered offensive, creates a safety/security risk, or is subject to copyright/ownership issues can be removed at our discretion. movy.tv users must abide by the terms of use, which includes minimum age requirements.

25) Can I capture video directly with my cell phone and share it through movy.tv?

We're working toward features which will allow users to capture video with their mobile device, post it directly to movy.tv and make it available world-wide almost instantaneously. Live mobile video feeds will also be accommodated from devices with such capability.

26) Do I have to sign up for a movy.tv account?

In order to upload media, you will have to become a member of movy.tv. Sign-up is quick and easy, and allows you to access various features.

27) Will advertising be allowed through movy.tv?

movy.tv will allow advertisers to become members and upload media through a specific interface. In order to support the costs of running movy.tv, public user created content may be tagged with short (i.e. 5 second) video or audio advertising clips.

28) Can corporations use movy.tv?

movy.tv can be especially useful for corporations who wish to disseminate information or provide on-demand mobile video training to employees. Corporate users can become members of movy.tv and for a basic fee, access special features for corporate use.

29) What video formats will movy.tv accept?


movy.tv will accept various video formats, including MPEG1, MPEG2, AVI, 3GP, DivX, Xvid. QuickTime and WMV will also be supported in the near future.

30) Why the name “movy.tv”?

movy is a derivative of Movidity, and also has the sound of “movie”. As well, movy.tv requires a limited number of keystrokes on the alphanumeric keypad of standard cell phones, making it easier to enter in the URL.

31) Will you partner with wireless carriers and content providers?

We’re always looking forward to working with potential partners who can bring value to the mobile community and share in the overall benefits of movy.tv. Naturally, these include wireless carriers, content providers, broadcasters, software developers, device manufacturers and others. Our goal is to create an open community that helps us to drive the future development of movy.tv


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