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## Byte makes video play

Tim Green

Bytemobile has launched its Unison Media Fidelity Service to deliver ‘internet quality’ video on mobile.

Specifically, the service provides: video discovery and access from handset browsers; dynamic video transcoding adapted to each device; dynamic bandwidth shaping for optimisation according to network bandwidth.

Bytemobile claims this is the first solution to adapt web video for mobile without the need for client software or tweaking with the device. All that is required on the device is a standard media player. As a result, operators can push content from YouTube, CNN, MTV and so on, to subscribers.

Adrian Hall, vice president of marketing and business development at Bytemobile, said: “Consumer demand for quality web browsing has in turn fueled demand for PC-quality internet video and other rich media. Delivering the best possible user experience is essential in driving data plan adoption and accelerating growth in data revenues.”

