



Teleca-Vidiator MMS Transcoding

Our Transcoding systems can adapt video images, audio and text to the individual constraints of different devices anywhere, anytime.

Background

Teleca has proven expertise gained by providing successful solutions to leading operators. 3G is now a reality however, consumers are not yet homogenous. Together with Vidiator, a leading 3GPP compliant solutions provider for real-time processing and delivery of wireless multimedia content, we are providing our transcoding solution.

Our transcoding solution enables universal access to multimedia content by adapting it to the constraints of any device. For example, if a phone has a screen size bigger than another, then the image has to be optimised in order to be properly displayed. Similarly if a phone supports GIF and the other supports JPG, the format would have to be changed and optimised in order to be displayed correctly.

Transcoding directly affects what the end users see and hear. This means it is a reflection of the MMS service as a whole. Together, we provide the transcoding solution that is imperative to the success of MMS.

Our solution is very flexible: the servers can have different sizes and throughput. If one server fails, its traffic is automatically redistributed to the others. Services can be shifted from one physical unit to another and can be stopped or started individually by system management. The system is fully scalable both vertically, inside the hardware platform (by adding CPU's, memory, hard disk capacity and network interface cards) and horizontally, by running several concurrently.

Teleca is an international telecom and IT services company focused on R&D that develops and integrates advanced software and information technology solutions. With in-depth expertise in the latest technology and profound industrial knowledge, Teleca helps technology- and software-intensive customers worldwide to strengthen their market positions and shorten their times to market. The company has more than 3,000 employees and operations in 15 countries in Asia, Europe and North America. Teleca is quoted on the Attract40 list of the Stockholm Stock Exchange.

Why choose Teleca-Vidiator MMS Transcoding?

- It accepts any open standards-based image, audio and video content as input and performs real time media adaptation.
- Supports off-line transcoding as well as real-time transcoding.
- Provides comprehensive media support for all image, audio and video formats.
- Scalability and robustness are achieved through a modular architecture enabling quick uptimes.
- Our system is self-monitoring and recovers failing modules as detected. Redundant modules ensure there are never any service interruptions, even during a module failure.
- Easy and flexible user definable transcoding rules based on the user-agent string of the recipient handset.
- Allows MMSCs from multiple vendors to be addressed keeping the transcoding logic centralised and unique.
- 3G ready thanks to its high performance IP to MSISDN resolution DB.

Wireless Enterprise: Business in mobility

Why use a Modular approach?

Software modules can be easily adapted to specific implementation requirements. A variety of hardware and network implementations may also be utilised to allow you to manage solution design, procurement and operations.

The transcoding modules are:

Adaptation engine: a flexible encoding and transcoding platform that provides content capture and compression from a variety of digital and analog sources into a range of popular compressed digital media formats that are ready for download or streaming consumption. The adaptation engine is ideal for messaging, download, streaming or live broadcast implementations.

MMS Interface: as the interface to your MMSC, the MMS Interface translates incoming adaptation requests to specific instructions (based on the capabilities of the user device) to the adaptation engine(s), and returns the adapted contents back to the MMSC. Support of new MMSC types may be added easily by the flexible scripting interface this module provides.

Controller: the Controller Module offers fail-over protection in case of system error. This provides the stability and robustness demanded in today's carrier implementations. In addition, the VidiaController exposes open application interfaces for billing, reporting and operations monitoring.

What is the Teleca MM1 Proxy?

The proxy component maximises the potential of the Vidiator platform by analysing and sorting the contents of the MMS as they arrive. The Proxy Engine behaves transparently with regards to all MM1 messages but the HTTP GET associated with a MM retrieve request. In this case, once the MM is gathered from the MMSC, it evaluates whether to apply adaptations and to involve the Transcoder Engine.

The Teleca MM1 Proxy software is composed of two components:

- **Proxy Engine:** Includes functionalities as handset IP to user's MSISDN resolution and WSB instance addressing from LDAP (for WSB release < 3.3).
- **Transcoder engine:** This component has in charge the media transcoding functionality.

About Vidiator?

Vidiator Technology (US) Inc. is located in Bellevue, Washington State, USA. It has offices in London and Hong Kong and a Product Development Center in California. Development began on its products in 1998, with its first production deployments with 3G wireless operators starting in 2003.

The company provides carrier-grade on-demand streaming, live broadcast, on-demand and live encoding, decoding, transcoding and MMSC transcoding in a single platform environment.

Vidiator provides market proven products that enable next generation mobile operators to differentiate their service offerings and to gain an edge over their rivals in the highly competitive market.

