

MOBIXELL CONTENT PRODUCTION SUITE (CPS)

RICH MEDIA CONTENT: MOBILE-ENABLED AND GROWING

The world of mobile media is today highly diversified and appeals to wide user segments as a new and valuable means for consuming content. With the improvement in quality of mobile devices and the growing availability of bandwidth, there seem to be no limits to the potential for rich-media over mobile.



TIMELY MOBILIZATION OF A PROLIFERATING CONTENT INVENTORY

Content mobilization requires the preparation of various versions of each content item to ensure high quality of experience on the wide variety of mobile devices.

Most mobile content has a short life cycle (e.g. hit songs, new movie clips), making time-to-market a key success factor.

The long tail of content generates a significant share of content revenues. In order to leverage on the long tail, mobile operators and

content providers need to expand their content inventory as much as possible.

MOBIXELL'S CONTENT PRODUCTION SUITE (CPS)

Mobixell's CPS enhances the ability of mobile operators, content providers and content aggregators to produce, manage, and sell content for mobile devices. The CPS covers the mobile content production flow, generating better time to market, increasing the amount of mobile content offered to end users, and ensuring the high quality of content.

MOBIXELL CPS MODULES:

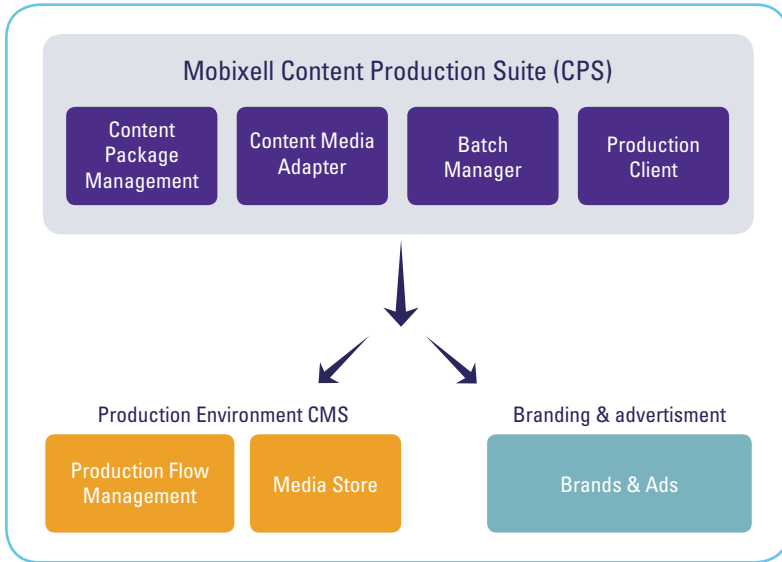
- Content Package Management – a customizable module, providing content providers' and mobile operators' content managers a user-friendly platform for uploading, rating, and approving mobile content packages.

- **Content Media Adapter** - a media adaptation engine, which supports the widest set of conversions for images, ringtones, audio, and video.
- **Batch Manager** – a content production automation module, simplifying and shortening the

cycle of adaptation of mobile content to hundreds of pre-defined mobile device profiles and media format templates required by mobile operators.

- **Production Client** – a content validation module, used to select the best source files, set

adaptation templates (based on device capabilities or operator style guides) and add media enhancements such as digital rights management (DRM) protection, branding and advertisement.



CPS VALUE PROPOSITION

- Shortens mobile content **time-to-market**
- Increases **amount of mobile content**
- Increase amount of devices to which the content is available
- Ensures **Quality of Experience** on any mobile device
- **One stop shop** for content adaptation to mobile
- Reduce OPEX by unifying tools and increasing operating efficiency

MOBIXELL CONTENT PRODUCTION SUITE FEATURES

Already deployed at leading content providers and mobile operators worldwide, Mobixell CPS features:

- **Content Production workflow** – from content upload to batch processing of multiple media elements
- **Create, upload, and preview** – mobile content packages for multiple content delivery channels
- **Manage content approval process** – including Email, RSS and Widgets notifications and status reports
- **Device-based adaptation of content** – optimizing complex content for the best user experience on each device
- **Complete conversion matrix** – including content services specific formats
- **Validation tools** – assuring quality of experience, and setting adaptation templates
- **Smart cropping tools** – automatically create different edits for the same source media
- **Automated Batches, Templates and Tasks** – simplifying and shortening the content mobilization process
- **Content delivery** – to various designated Local, FTP, or HTTP locations
- **DRM package** – compatible with OMA DRM 1.0 and 2.0
- **Mobile Advertisement** – inserting branding / advertisement into media, and creation of preview limited versions
- **Device Repository** – extensible rich database, regularly updated through Mobixell's device profiling service
- **Proven carrier-grade solutions** – built for scalability, high performance, and high availability