

OPTIMIZED MOBILE & INTERACTIVE DELIVERY

Visual Unity's **vuMobile™** is an innovative solution that lets broadcasters, content owners and distributors address specific mobile viewing requirements and brings interactive audience engagement to a whole new level. It delivers live streaming and on-demand video to any mobile device and ensures that web content is optimized for the mobile screen. In addition, it provides unique branded mobile applications and interactive marketing tools, with in-depth reporting and integration into social media platforms. **vuMobile™** helps companies establish new marketing, sales and advertising channels; to monetise content and effectively engage viewers through a truly interactive experience.

Optimized mobile viewing

The majority of mobile users now access online content solely through their mobile device. **vuMobile™** ensures that web content is optimized for the small screen. Furthermore, it employs a unique DMS (Device Management System), which automatically recognises any kind of mobile device and ensures that streamed content is optimized for the viewer, no matter which OS they subscribe to.

Integration with minimal investment

vuMobile™ can be easily deployed by companies who want to add mobile functionality to their services and secure an additional revenue stream - with minimal investment and minimal disruption to services. It seamlessly integrates into existing web, business services and broadcast workflows and enhances operational efficiency by automatically adapting, organising and managing all content for distribution and storage. **vuMobile™** is available as a standalone solution or can also be used with Visual Unity's **vuChannel™**, to provide an enhanced web-based TV solution, or with **vuNet™**, for robust and secure content delivery.

Expanding the viewer experience

vuMobile™ delivers more than cutting-edge video content to mobile devices - it expands the whole viewing experience. The platform lets broadcasters really engage with audiences, facilitating customized and personalized interaction, inviting viewers to participate in their favourite programs (for example through SMS voting) and access background information all via their mobile device. With downloadable content available from the content provider and branded company icons on mobile handsets for easy access, viewers have more choice and control.

Real-time Interactive Marketing

vuMobile™ is ideal for broadcasters and content owners seeking new ways to reach an increasingly tech savvy audience. It provides innovative interactive marketing and reporting tools to help maintain brand integrity and manage, interact with and analyse the subscriber base. Through applications such as Quick Response (QR) codes employed through-the-line, companies can manage effective campaigns and add real value in real time -whether the mobile user is on-the-go or at home in front of the TV set.



FEATURES

- End-to-end mobile content delivery solution: ingest, encode, deliver, protect, store
- Video Content Fit-For-Mobile and support for live video and VoD
- Publishing the video web sites or using native applications
- Works with standard and mobile web
- Management and operation of wireless video Portal
- Encoding and Formatting Services
- Video-centric applications available for major Appstores
- Integrated billing for mobile operators
- Detailed statistics and measurement
- All mobile OS (iOS, Android, Symbian)
- Powered by **vuNet™** or selected CDN
- Integrates to advertising platforms such as "AdNet"

BENEFITS

- Live streaming, archived & on-demand video to any mobile device or OS
- Helps establish new marketing, sales & advertising channels: to monetise assets & grow market share
- Builds brand loyalty by creating engagement
- Facilitates customized and personalized interaction with end users
- Enables direct marketing to reinforce brand image & generate revenue
- Automatically adapts, organises and manages all the content for distribution a storage
- Seamlessly integrates into existing web, business services a broadcast workflows, with minimal investment & disruption
- Visual Unity combines interactive marketing expertise, understanding of the mobile environment and proven effective multiscreen solution delivery to help reach a wider audience



The vuMedia™ platform

vuMobile™ is part of Visual Unity's vuMedia™ integrated content management and delivery platform. Highly scalable and flexible, vuMedia™ delivers a cutting-edge viewing experience on the web, mobile or any connected device, comprehensive VoD services, social network integration and secure content distribution – all of which can be deployed into existing workflows and business processes. vuMedia™ has been successfully deployed by clients worldwide to deliver and monetize content, including T-Mobile, Czech TV, TV Nova (CME Group), Al Aan TV, Telefonica O2, and TopFun.

About Visual Unity

Visual Unity is an international Systems Integrator bridging the gap between linear broadcast, IT and IPTV to help clients reach and engage audiences on any screen. Since 1991, the team has been designing and delivering turnkey broadcast systems and multiscreen solutions throughout the world. The company's vuMedia™ platform helps broadcasters and content owners enter the challenging world of multiscreen delivery. Visual Unity is headquartered in Prague, with offices in London, Cologne, Moscow, Bratislava, Belgrade, Nairobi and Dubai. For further information, please visit www.visualunity.com



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