

Press Release

IMMEDIATE

iNavigate integrates dicas 3GPP encoding software into m-Apps™ MMC

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dicas and iNavigate are pleased to announce that as a result of their ongoing partnership, iNavigate has successfully integrated mpegable DS Encoder into its m-Apps™ MMC for its mobile traffic monitoring application called m-Traffic™.

iNavigate m-Apps™ MMC is an innovative and standard compliant multimedia imaging technology that provides multimedia imaging and streaming functionalities to support mobile Internet applications. It is a modular sub-system within the overall m-Apps™ middleware framework developed by iNavigate

The m-Apps™ MMC technology will manage, control, capture, encode and distribute multimedia imaging sources from webcams, CCD cams, satellite TV or other AVI feeds. Typically, m-Apps™ MMC will begin by capturing images and video before encoding it into standard compliant JPEG or 3GPP formats suitable for distribution over mobile networks to mobile handsets. It utilizes a combination of SMS, WAP, MMS and video streaming channels to deliver outbound text, images or video to end users.

As result of its m-Apps™ MMC technology, iNavigate have successfully deployed m-Traffic™ for which it has been commercially launched by Maxis (www.maxis.com.my), the largest mobile operator in Malaysia. Maxis have officially introduced m-Traffic™ service to its customers in March as part of its recent 3G service launch in Malaysia. This service is a video streaming application that will give an overview of live traffic and weather conditions on motorways in the major cities on Malaysia to all GPRS, EDGE or 3G phone users.

“iNavigate has come up with a brilliant concept and product for the delivery of images and videos over 3G networks integrating our mpegable software as a key component for its m-Apps™ MMC.” commented Sebastian Moeritz, CEO of dicas.

Through dicas’ 3GPP encoding technology, the m-Apps™ MMC is capable to distribute images and video over GPRS, EDGE and 3G networks to enable maximum offering of imaging applications to a wider mobile subscriber markets. Upon a user request, the m-Apps™ MMC will deliver images or video to mobile end users by:

1. capturing snapshots of the images; or
2. recording a pre-defined duration (eg 10 seconds) of video clips; or
3. enabling live video streaming access to the video sources;
4. content re-purposing of images or video into suitable formats for delivery.

“After a few rounds of search and evaluation, we found that dicas is an experienced and top quality codec technology partner –exactly what we need for our m-Apps™ MMC products.” said KK Lim, CEO of iNavigate.

mpegable DS Encoder is part of the full mpegable DS Suite. mpegable DS Suite is the first set of DirectShow filters worldwide that offers support for MPEG-4, 3GPP and MPEG-4

AVC/H.264 compliant encoding and decoding within the MS Windows environment and is a very popular choice among content creators powering the delivery of many Mobile TV channels, transcoding content for mobile devices, providing accurate playback for professional broadcast applications, enabling content creation in multimedia applications and much more. mpegable DS Suite offers functionalities ranging from video coding and audio coding to RTP Streaming and MP4/3GP File capabilities.

About iNavigate Sdn Bhd

iNavigate, incorporated in 2001, is an MSC status company that is a regional Mobile Content and Service Provider for multimedia content and enterprise application integration. We develop the m-Apps™ middleware technology for:

- *Content Management* to aggregate and distribute multimedia content to mobile users;
- *Enterprise Application Integration of business apps and data over SMS/WAP/J2ME* to allow enterprises to quickly expand their products and services to mobile users
- *Mobile Multimedia Center* to support imaging applications of still images or videos over GPRS/EDGE/3G networks
- *Mobile Commerce* to enable business transactions and payment settlements from mobile consumers to merchants via Internet banking services.

Our value proposition is to fasten the delivery of multimedia content and services from enterprises to mobile users conveniently and effectively through the m-Apps™ Platform which acts as a mediation gateway between content/applications and mobile devices.

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About dicas

dicas is an MPEG-focused video coding specialist and a leading developer of ISO MPEG-4 real-time video coding solutions for Broadcast, IPTV, Mobile TV, Internet Streaming, Multimedia and Security applications. Under the brand name mpegable, dicas offers a family of MPEG-4, MPEG-4 AVC/H.264 and 3GPP compliant professional software tools and components for a number of operating systems and DSPs/ICs. dicas also supplies services for the development, customization and optimization of MPEG-based video coding solutions. dicas is the first company to have introduced an MPEG-4 SDK with object-based features in the market. dicas is a member of the MPEG Industry Forum and a supporter of the AVC Alliance.