SIEMENS

Technology:

GPRS-based service
(UMTS/IMT-2000 coming shortly)

Services:

■ Wireless Video Car Promotion Service "Quadriga-2000" [1]
  - Video on Demand: error-resilient MPEG-4 codecs, QoS control (coming shortly)
  - Up to 2 minutes video clip duration
  - H.324/M video conferencing coming shortly

■ Mobile Full-Content-Internet-Browsing
  (depending on terminal equipment)
  - Flash technology/Java/XML
  - Multimedia streaming: picture, video, hi-fi audio, text, graphics
  - Scaleable transmission: variable rates >= 9.6 Kbps (GSM)
  - Multicast support
  - Remote control / telematics and more coming shortly

[1] Quadriga -2000: Pilot project initiated by Siemens AG with the kind assistance of PacketVideo Inc. and Sefirot GmbH.

Quadriga-2000
Wireless Video Car Promotion Service

Contact us!

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Information and Communications

Quadriga-2000, the Wireless Video Car Promotion Service, is an application tailored to the automobile market and offers a number of great features for both buyer and vendor.

In future, anyone wanting to sell his car can send video images via his mobile device, such as hand-held organizers, mobile phone or laptop, through the Internet to anybody who is interested in buying the car. Vice versa, someone interested in buying a car can have access to a number of servers holding data on cars for sale. Manufacturers, suppliers, dealers and rental companies also have "direct mobile access" to customers.

Internet content, video clips, multimedia, communication and more now on mobile terminals!

Benefits at a Glance

For the Automobile Manufacturer

Information about new and used cars in customized form reaches your customers immediately, and on demand — directly and everywhere. And they will be able to react immediately. Furthermore you will benefit from exact planning of production, sales, marketing and even market research. Just imagine the attractive, time-saving option of displaying prototypes and new models. Your customer can easily make up his mind about whether he would like them at all, no matter where he may be.

For the Car Hire Agent

Why not provide your customers with all details on special deals and terms at a glance - directly on video? Whether it is for a business trip or for vacation planning. They will benefit from mobile route planning and traffic information anytime while on the road. What is more — often on the move, your business customer will definitely appreciate finding the right parking place for his hired car at the airport without stress, especially if his plane is about to leave.

For Financial Services

Adverts for attractive products in the financing, leasing and insurance sector can now be instantly obtained by your customers wherever they are. Decision making and buying while on the move are effectively underpinned. How is your company performing in the environmental and social area? Your customers will know that as well.

For Oil Companies and Filling Stations

Wouldn't it be nice to know immediately where the cheapest fuel in town can be found? Your customers will be impressed by this cost-saving service. And you will benefit, too - as your logo is shown on the display. It will make all advertising actions simply more effective. And by the way, you will find out if the customer really is happy with your service.

For Private Advertisers and Sports Fans

Having fun and doing business at the same time - what a perspective! Now, you can go fishing and still show your used car to potential purchasers – all with a push of a button on your mobile phone and you are still completely independent. You only need to arrange a meeting if the prospect is seriously interested. And do not forget to see if the Formula One race started on time, and if your favorite driver is still in the race.
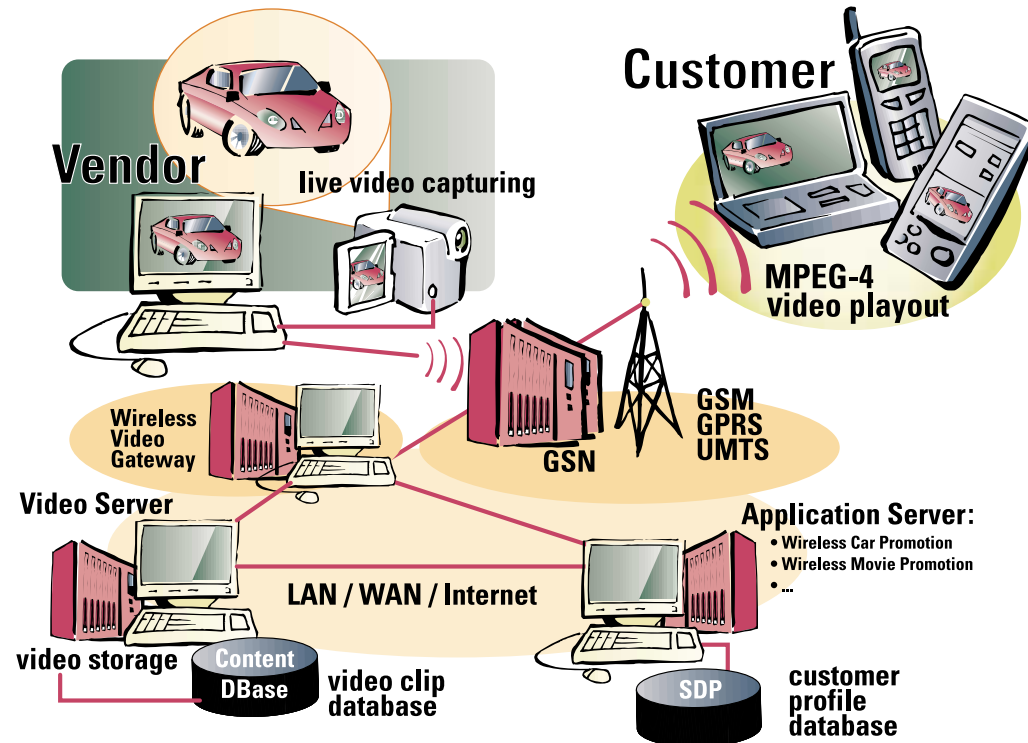

Fig.: Architecture of the Wireless Video Car Promotion Service

Components:

Content Provider or Operator:
Wireless Video Gateway

Network Operator:
Application Server
(SCP++ as IN expansion)

Content Provider:
Content Server (URL available now)

Service User:
Wireless Multimedia Terminals