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Communication on Air

Wireless Video Car Promotion Service

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Wireless Video Car Promotion Service

components

Live video capturing

Customer preferences profile

Video storage

Video server

Wireless video gateway

Application server

Internet

PSTN

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Wireless Video Car Promotion Service
GPRS demonstration scenario: components – details
Content delivery & playout
PPP
Subscriber 1*
PPP
Subscriber 2*
GSN
Router
Internet
Router
Hub
Content server
Video gateway
Scalable
video streaming
≥ 28.8kbps
Application server
* GPRS cell phone
scalable: 30-40 kbps
RS-232C

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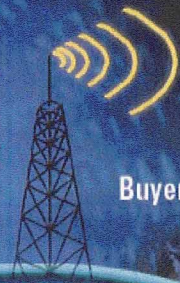
Wireless Video Car Promotion Service

the wireless video gateway – a bridge to the future

Live video capturing

Vendor



Buyer

Video playout MPEG-4

GSN

Wireless video gateway

GSM/GPRS/UMTS

LAN/WAN/Internet

Video storage

Video server

Video clip database

Customer profil database

Application server:

- Wireless car promotion
- Wireless movie promotion
- N.N.

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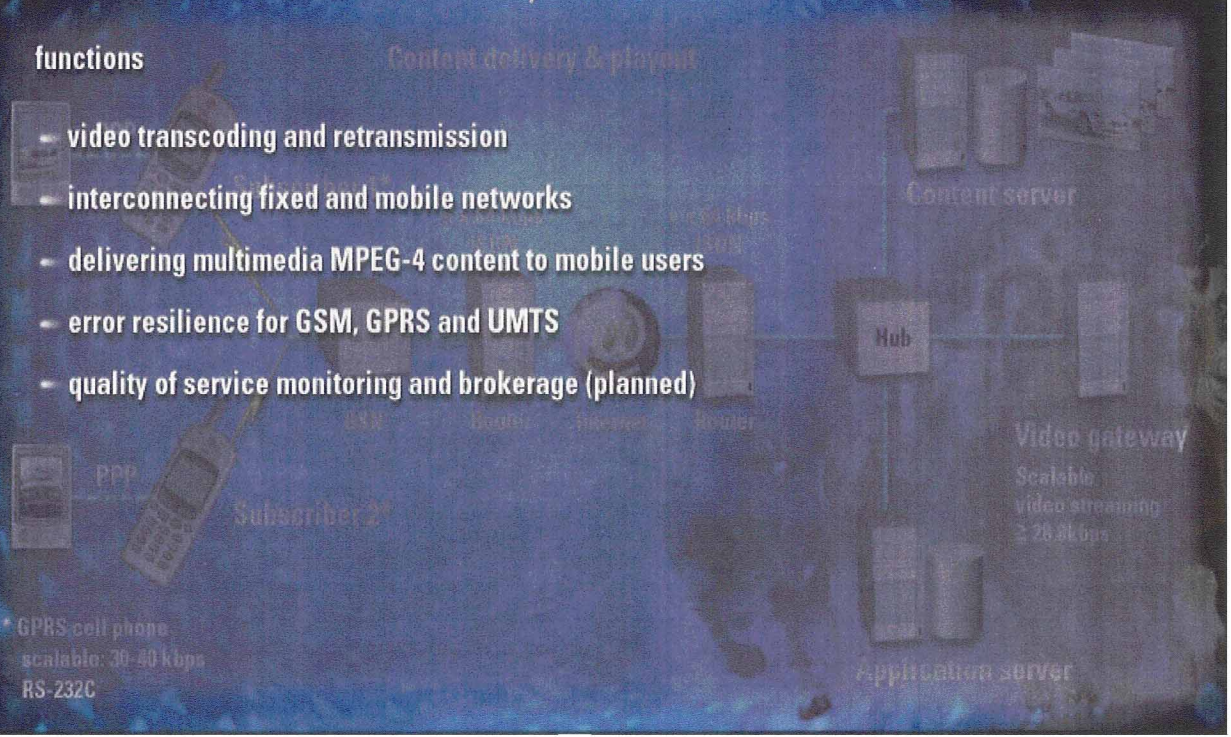
GPRS demonstration scenario: components – details

functions

- video transcoding and retransmission
- interconnecting fixed and mobile networks
- delivering multimedia MPEG-4 content to mobile users
- error resilience for GSM, GPRS and UMTS
- quality of service monitoring and brokerage (planned)



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the wireless video gateway – a bridge to the future

- video capturing and MPEG-4 encoding onto a notebook PC
- video download to the video server through the mobile network (GSM, GPRS, later UMTS) and the video gateway
- database synchronization event message from the video server to the application server
- database synchronization and buyer list generation
- video upload event and buyer list transmission from the application server to the video gateway
- video fetch from the video server to the video gateway
- video upload from the video gateway to the buyer's mobile terminals

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Wireless Video Car Promotion Service

target groups: novum

what's new about it?

- for the first time audio and video promotion via GPRS or UMTS mobile appliances with automatic error corrector
- wireless video gateway middleware for content-transcoding and multimedia-delivery between fixed and mobile networks

target groups:

- car manufacturers
- car hire
- car dealers
- financing services
- oil companies, gas stations
- private individuals