Openwave Mobility Delivers Video Optimization Solution

By Susan J. Campbell

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The demand for video is permeating throughout multiple industries in the global market, creating exciting opportunities for vendors and users alike. For Openwave Mobility, a supplier of value-added services for mobile telecommunications, it also means the time is right to release its latest Congestion Control (CC) Media Optimizer version.

The company recently announced this video optimization solution designed to enable mobile operators to effectively manage congestion in localized hotspots. Without the CC Media Optimizer, operators may be left to implement brute force compression on the network.

Instead, the service triggers optimization automatically when pre-determined thresholds are reached on the network.

Operators then have the ability to analyze and implement video optimization intelligently, according to the real-time conditions of the network. As carrier services have become increasingly commoditized throughout the global markets, delivering the exceptional video experience is the next stage in determining the value of the service.

A significant volume of the video traffic today is made up of M4 videos. While they deliver a great experience for the user, they strain the network. At the same time, roughly 80 percent of all video traffic on smartphones is MP4.

With the new version of the Media Optimizer, inline MP4 optimization is provided, applying dynamic optimization on MP4 traffic when needed to improve the quality of experience (QoE) for the user.

‘Operators are focused more than ever on staying ahead of the growing number of mobile video formats and bandwidth demands stemming from the ever growing popularity and proliferation of Android and iOS devices,” said John Giere, CEO at Openwave Mobility. “We believe our inline MP4 product, which has been tested live in our customers’ networks, will deliver immediate network efficiencies and increase subscriber QoE for MP4 video traffic.”

Earlier video platforms can also be optimized with help from Openwave Mobility. The MP4 capability is an additional perk for the inline optimization already offered. The Media Optimizer is built into the Openwave Mobility Congestion Control solution and can also be integrated into other CC price plan solutions.

Giere recently talked with TMC to offer a little insight on what the company has to offer: “Openwave Mobility is focused on what we believe is the biggest challenge and opportunity in the mobile data network for the next five years. And that is finding a way to make video content and the users that access it profitable for mobile access carriers.”
Giere recently joined Erik Linask in the TMC newsroom in San Jose for the Roadshow. To catch their interview in full, check out the video above.

Want to learn more about how video is helping to transform the industry? Don’t miss Video World Conference & Expo, collocated with ITEXPO West 2012 taking place Oct. 2-5, in Austin, TX. Stay in touch with everything happening at Video World Conference & Expo. Follow us on Twitter.

Edited by Braden Becker

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