

Adamind Spire™ NG Suite

Adamind LiveSpire™

- Support of Next Generation protocols:
 - SIP / SDP
 - RTSP
 - H.248.1
 - RTP / RTCP
- Real time streaming support for applications such as live video feeds
- Dynamic bit rate adaptation for multimedia stream
- High scale system enabled through DSP implementation
- QoS management for best user experience
- Extensive multi-domain conversion matrix (video, audio, image, ring tones, rich text,)
- Value Added Services, such as advertising, branding and QoS business packaging

Adamind DeviceSpire™

- Multi domain device support
 - Settop Boxes
 - IP phones
 - Mobile phones
 - IP enabled TVs
 - PCs/PDAs
- The unique set of attributes is used to adjust content so it best fits the end-user device, creating the most engaging consumer experience
- Device provisioning wizard - continuous updating of the device database

www.adamind.com



Any Media. Any Network. Any Device.

About Adamind

Adamind is a pure-play provider of rich media content adaptation and content enhancement software solutions for the mobile space. The Company's flagship platform, Adamind Spire™, provides industry-leading automated solutions for message and content transcoding and benefits virtually every player in the mobile delivery chain. Its superior multimedia capabilities enable service operators to deploy successful media rich content services, generating new revenue streams, driving

key new Value-Added-Services (VAS) enablers, such as Advertising, Branding, DRM and spam filtering and anti-abuse support. With over 100 deployments in mobile operator networks worldwide, Adamind is strategically poised to enable the promise of the Mobile Lifestyle revolution. Adamind has strategic relationships with major MMSC and system integrators including Ericsson, HP, IBM, Accenture, LogicaCMG, Motorola, Openwave, Critical Path and CBOSS.

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Adamind Spire™ NG Suite

TV
 Mobile
 Fixed
 Broadband

Next stop: Media delivered to any domain

Watch the nightly news on your cell phone. Conduct a conference call on a WiFi PDA. Pick up your voicemail messages on a flat-screen TV. Brace yourself for a brave new world: You've just entered the realm of Convergence; a world where media access devices are all interchangeable - and media rich content flows freely to any destination.

For mobile operators seeking new avenues for increasing their ARPU, the advent of converged services forges a compelling new path for revenue generation. Adopting an access agnostic network architecture (the proposed IP Multimedia Subsystem {IMS} standard) turns all our preconceived notions on media domains inside out, and is poised to further expand the growing convergence revolution in terms of service versatility and end user experience.

The Challenge: Providing the ultimate user experience on any device

Although one of the main goals of the converged services space is standardization, differences between various User Elements will undoubtedly remain. For the smooth transmission of multimedia content between different devices serving different domains to become a reality, a best-of-breed media adaptation solution is an absolute imperative.

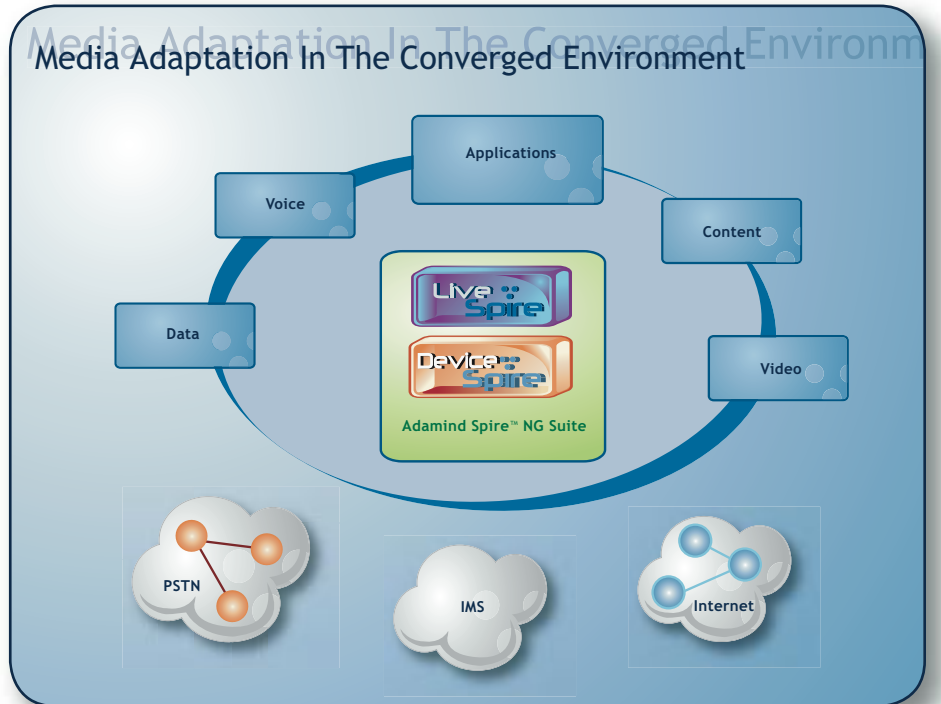
Adamind recognizes that Media Adaptation is mission critical to the success of the converged services revolution. That's why we have adopted our industry leading multimedia transcoding technology, currently deployed in the Messaging and Content segments of the Mobile market, in the creation of the Adamind Spire™ NG Suite for real-time multimedia converged services. The flexible platform enables consistently excellent end-user experiences and Quality of Service (QoS) levels with media rich applications on any device and in any domain.



Converging on the future

Convergence is all about the freedom to consume private content and public media where and when you want it - regardless of the device at your disposal. The following is just a sampling of what Next Generation services will look like as enabled by Adamind's real-time transcoding technology for superior end-user experiences:

- Mailbox on TV - manage / listen to / view voicemail / videomail on the TV screen.
- Cross-domain Instant Messaging - conduct an IM session among friends/colleagues regardless of location or device, using a mobile phone, PC, WiFi PDA and IP-enabled TV.
- One device, dual network access - start a phone conversation using a mobile phone, enter the local mall and switch to the WiFi hotspot, arrive home and transfer to the home WiFi network, all the while maintaining a steady user experience and QoS level despite the different bandwidths available over different networks.
- Personal content sharing - capture your musical performance on a webcam, upload it to the IPTV portal for submission to an "American Idol" type contest, and viewers accessing the portal using their remote control can view, vote and respond with real-time messaging.



Adamind: Crossing the chasm on convergence

Designed with interoperability in mind, Adamind LiveSpire™ is situated strategically at the crossroads through which all media domains intersect one another. It performs highly reliable, device-specific media adaptation to enable cross-domain services and the uninhibited flow of media that fits the profiles of any end-user device, network and content source.

With Adamind LiveSpire™ integrated into their infrastructure, Service providers enjoy seamless adaptation of streaming, media rich content in real-time. Consumers can access content and share media without giving a thought to the capabilities of their device or the device and domain on the other side.

Enabling instant media adaptation of content for a specific user device means being able to profile every multimedia related characteristic of that device. Properly configuring a new device for use within the service provider network takes an average of one week per device. With Adamind DeviceSpire™ the task is performed in a single day. This highly useful repository stores the device profiles of hundreds of devices across domains with virtually every multimedia-related attribute per device.