

## VON EUROPE '07: REITEK PRESENTS MEDIA STREAM ADAPTER

Milan – 28<sup>th</sup> August 2007. Reitek announces the launch of **Media Stream Adapter (MSA)**, the software platform developed with the aim of making easier, quicker and more profitable the roll-out of video applications on all existing and next generation networks (IN, 2/2.5G, 3G, VoIP).

Thanks to MSA, users (over mobile or broadband) have real-time access to multimedia contents through the dynamic combination between different content sources (video stream, web content, voice, audio, text). MSA plays all the functions of **treatment and adaptation of the audio-video streams coming from different sources**. Reitek MSA is a software-only solution that joins the flexibility of a streaming server and the strength of a real-time video editing platform, to easily integrate with 3rd party applications and to match every requirements in terms of bandwidth, quality, frame rate, size and codecs.

For mobile/broadband operators MSA is an enabling technology for **premium multimedia services**. MSA allows the creation of next generation applications like Personal Play List in VOD and Web TV applications or Ad-funded service in video mobile services.

On the MSA technology are based several services, such as the demo one which allows UMTS phone users to have access, easily and in real time, to **all the YouTube contents** directly on their own Mobile.

By videocalling +39-02-25291781, the users can view a demo where they have the possibility to browse the YouTube home page and do the research in the extremely wide database of the available Videos thanks to the text tipping technologies, 'Video T9' or 'Multitap text input'. In this way, the researched video are easily found and the 'Content Search & Discovery' issue, which has always been a limit for the Video Portals, is definitely solved. Moreover, the users can register a video message and send it to a friend.

MSA represents something brand new: it stands for the ideal software module for the creation of **dynamic contents instantly carrying out all the necessary adaptations between various audio/video streams – being these both clip or live events – going to or coming from all device typologies**

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### About Reitek

Founded in 1990, Reitek is a leading supplier of Advanced Multimedia Communication Solutions used in the Enterprise and Telecom markets. Reitek product portfolio includes: Customer Interaction Management solutions, Multimedia IP Contact Center and Video Processing Platforms for mobile VAS (e.g. Video Portal, Video Mailbox, Video Chat, Mobile 3G TV). ContaCT Video Platform creates a unique end-user experience by combining dynamically multiple sources of content (streaming video, web content, voice, audio, text) to deliver the desired service.

Leveraging its heritage in one of the most advanced telecom markets in the world – Italy – Reitek has today a list of blue-chip domestic and international telecom clients, amongst which are Vodafone, Telecom Italia, BT, David 2 and Buongiorno.