



Helix™ Media Delivery System for Mobile

Cross-Platform, Multi-Format and Carrier-Grade

We live in a mobile world - we want our media to be mobile as well. Helix Media Delivery System for Mobile provides end-to-end solutions that make mobile media a reality today. Helix Media Delivery System for Mobile is the leading cross-platform, multi-format software suite designed to enable carrier-grade digital media applications and services. It serves as the streaming media infrastructure for over 70 key broadband and mobile operators around the world.

According to recent market research, by 2008, worldwide sales of full-feature handsets will reach 290 million units (source: Zelos Group) and mobile video alone will account for \$5.5 billion in global revenue (source: ARC Group). Real is in the lead, enabling mobile delivery of digital media by providing advanced products and solutions for mobile operators, handset manufacturers, content providers, and consumers.

Whether your company owns a mobile network, manufactures handsets, develops component chips, or creates content, Real has products and expertise to help you profit from mobile media. With over ten years of technological innovation and leadership in digital media, Real is the best partner to help your company succeed in the rapidly growing mobile marketplace.

Helix Media Delivery System for Mobile enables operators to take new media services to market faster while leveraging their investments in existing billing, CRM, AAA and other LOB applications. And Helix Media Delivery System for Mobile delivers a more reliable media experience for your customers reducing churn and increasing Average Revenue Per User (ARPU).

Components of Helix Media Delivery System for Mobile

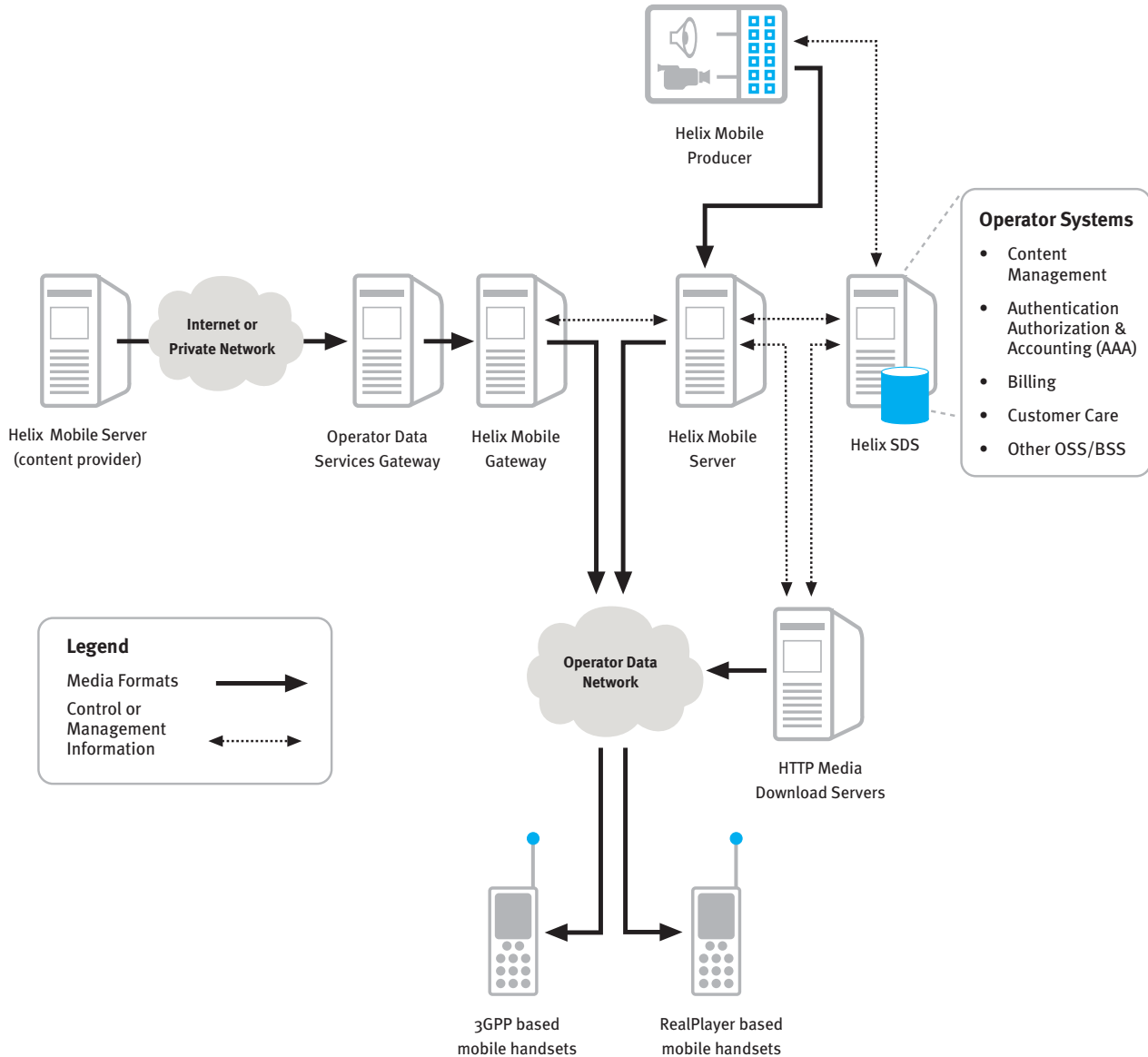
Helix Media Delivery System for Mobile is a comprehensive set of software products designed and optimized for mobile media creation, delivery and playback including:

- **Helix Mobile Server**
Based on an established and tested carrier-grade technology platform, Helix Mobile Server addresses the business and technical challenges of streaming audio and video over wireless data networks. With full 3GPP Release 6 compliance and proven interoperability, Helix Mobile Server is the platform of choice for live and on-demand delivery of standards-based formats, as well as leading internet formats, including H.264, RealAudio®, RealVideo® and Windows Media.
- **Helix Mobile Gateway**
In addition to all the features of the Helix Mobile Server, the Helix Mobile Gateway also includes proxy cache functionality to provide superior media management for content pulled from outside an operator network, resulting in higher quality streaming, reduced latency, and minimal redundant connections.
- **RealPlayer® for Mobile**
Optimized for resource-constrained mobile devices, RealPlayer for Mobile is a software application available to device manufacturers to enable playback of streamed, downloaded, or locally stored audio, video and music in the leading formats including 3GPP, 3GPP2, RealAudio, RealVideo and MP3. RealPlayer for Mobile is available on all major mobile platforms including Linux, Palm OS, Nokia Series 60, Symbian and WinCE. For more information on RealPlayer for Mobile, please visit <https://helixcommunity.org/projects/player/>
- **Helix Mobile Producer powered by Envivio**
Specifically developed for the mobile market, this software-based audio and video encoder supports 3GPP rel 6 (H.264), RealAudio and RealVideo content creation. Helix Mobile Producer can encode content for both live streaming broadcast and on-demand delivery.

- **Helix Service Delivery Suite (SDS)**

Helix SDS integrates business systems with media delivery infrastructure to enable mobile operators to automate critical business processes such as media ingestion, customer authorization, Quality of Service (QoS) monitoring, billing and charging for mobile media.

Helix Media Delivery System for Mobile



Contact Real Today

To learn more about Helix Media Delivery System for Mobile, please contact a Real sales representative at **1-800-444-8011** or visit www.realnetworks.com/industries/serviceproviders/mobile/products/index.html

