



RADVISION Video Ringback Clip™



Increase traffic and revenues with personalized video ring back clips

RADVISION's Video Ringback Clip service enables subscribers to customize and personalize their mobile experience with video ringback clips.

The Video Ringback Clip enhances a very popular mobile entertainment service - the ringback tone. Now personalized video clips can be displayed while the subscriber's phone rings.

From the handset, subscribers can select their favorite MTV clip, choose from an assortment of video clips. Other video creation and selection methods can easily be integrated into the service.

Optional features include customizing different ringback clips for different callers, personalized messaging, and rating clips displayed by others.

RADVISION's Video Ringback Clip application, based on the SCOPIA Interactive Video Platform, allows mobile operators and service providers to offer an exciting new service - ensuring flexible, redundant service delivery based on an IMS ready platform.

Video Ringback Clip Highlights

- Easy selection of personalized video ringback clips with video IVR
- Optimal quality and minimal delay
- Operator interface for user provisioning (Web or API)
- Supports both mobile and fixed devices
- Supported file formats: 3GP H.263 and AAC

Harness the power of the interactive visual experience to expand the value of your mobile network

Operator benefits:

- Increase traffic and network use with a new mobile entertainment service
- Broaden 3G offering with enhanced communication services for mobile subscribers
- Build a unique brand by customizing services per specific requirements
- Utilize the Video Ringback Clip for advertisements and product promotions
- Deliver optimal quality and minimal delay utilizing a hardware-based solution
- Start small and grow according to needs with a modular solution

Subscriber benefits:

- Have fun with mobile communications
- Keep people on the line with interesting video clips while they wait
- Create communities of Video Ringback Clip fans to share, rate and enhance the experience
- Allow employees to utilize ring time for company promotion and advertising

Extended connectivity

RADVISION Video Ringback Clip supports any type of fixed/mobile video-enabled device simultaneously.

Enhanced user experience

Subscribers can select personalized Video Ringback Clips, and offer a compelling experience for people calling them. Text overlay adds value, with personalized messaging and further interaction. Subscribers can interact quickly and easily with the use of DTMF interaction for access to rating and purchasing services.

Customizable

RADVISION's Video Ringback Clip is an extremely flexible application that can be customized as a unique, branded service.

Advanced multimedia capabilities

The Video Ringback Clip application is built on the SCOPIA Interactive Video Platform, enabling personalized and updated information to be displayed on video as text overlay, with simultaneous display of multiple video screens for easy clip selection.

Integration with back-end systems

RADVISION's Video Ringback Clip provides full support for back-end integration with billing, operations and management, provisioning and authentication systems.

RADVISION Video Ringback Clip Specifications

Supported Protocols

- SIP
- RTSP
- 3G-324M

Supported video clip file type

- 3GP with H.263 for video, AAC or G.711 for audio

Enhanced Video Support

- H.263
- Dynamic text overlay on the video clip for personalized information and options

Enhanced Audio Support:

- AMR
- AAC-LC support for content that is streamed to the handset

Load Balancing and Redundancy

- N + 1 redundant architecture
- Active-Standby functionality

Quality of Service (QoS)

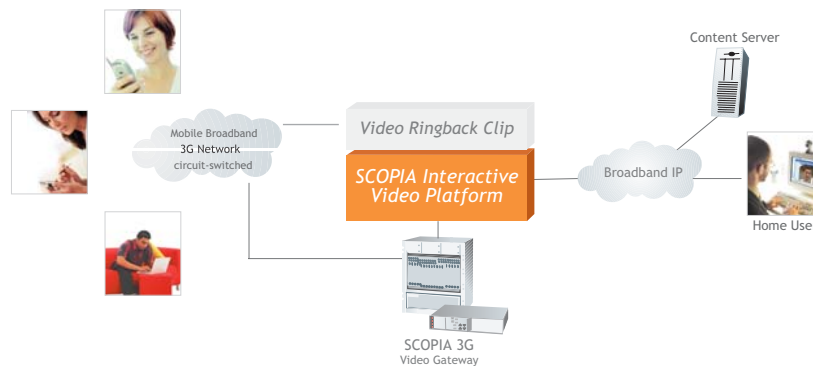
- Configurable IP TOS bits for setting any desired IP class of service
- DiffServ Code Point (DSCP)
- Configurable IP code that can give precedence to coded media packets facilitating routing priority on the IP network

Management

- Web-based monitoring, administration, configuration and alarm handling
- SNMP support

API Availability

- XML API authorization
- Billing
- User profile



About RADVISION

RADVISION (NASDAQ: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP and 3G networks. With its complete set of standards-based video networking infrastructure and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless - for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next-generation IMS networks. For more information about RADVISION, visit www.radvision.com

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