

SLA Mobile Announces Video to Mobile Offering for Mobile Operators and Content Owners

SLA Mobile, the service delivery integrator for the mobile industry, has announced a new video to mobile solution specially designed for mobile operators and video content owners.

SLA Mobile, recently ranked by Deloitte as one of the top 10 fastest growing technology companies in the United Kingdom, has entered into a strategic partnership with New Zealand company Abdeus – which has developed a suite of enterprise proven video and media solutions.

SLA Mobile already has a relationship with Fox Mobile, a division of news corporation, and provides rich content to mobile subscribers across Asia.

Abdeus' media delivery suite provides end-to-end content management and delivery – from content owner, to service provider to consumer. SLA Mobile ensures seamless integration between the Abdeus solution and the service providers' service delivery platforms and content owners' programming. The Abdeus suite incorporates the streaming platform and media server, a full CMS solution, video encoding and service level monitoring. SLA ensures integration into rating and charging engines, provisioning and BSS/OSS.

The combined SLA/Abdeus solution is a proven, scalable, enterprise solution that supports live streaming and video on demand. All the main video formats are supported – MPEG4, Quicktime etc. – as well as the main video and audio compression protocols. All known 3G handsets are supported – including iPhone and Blackberry – and digital rights management (DRM) is integrated into the stream and download platform.

According to Philip Stanfield, SLA Mobile's Head of Sales in EMEA:

“The benefits to be gained by operators and content owners alike in offering live streamed programming and video on demand to mobile devices are clear. They can achieve significant incremental revenue, and extended customer base, and recurring subscription based relationships across multiple channels.

“By working with SLA Mobile operators and content owners have the assurance of working with a proven high growth integrator and best of breed media delivery suite platform.”

About SLA Mobile

SLA Mobile is one of the fastest growing systems integrators in the mobile sector – with considerable tier 1 integration experience gained in international markets.

The company was named in the Top 10 companies in the UK in the 2009 Deloitte Technology Fast 50 Awards. The company's growth rate in the last 5 years was 4436%

The company is headquartered in the United Kingdom and has an Asia Pacific regional sales office in Malaysia.

