

Think!Video™ *LiveStream*



Think!Video™ *LiveStream* enables users to broadcast live or prerecorded video clips directly to their Web TV station from almost any video source. Let it be mobile phone, personal webcam, SIP video device, streaming server, P2P TV or surveillance camera, with Think!Video™ *LiveStream* users can blend live video streams and video clips into unique TV program.

Main benefits

- Enables users to launch and broadcast live web TV station
- Supports video feeds from different sources
- Web seeding through widgets
- Monetization through different billing models
- Unique user experience
- Blending Video from mobile, internet and IPTV

3, 2, 1...Your show is on the air!

Think!Video™ *LiveStream* enables subscribers to capture the world around them in the form of a video stream and broadcast it to their own live web TV station. All you need is a mobile phone or a webcam, along with your talent and passion to communicate.

Think!Video™ *LiveStream* supports also traditional video feeds from surveillance cameras, streaming servers or P2P TV which can be proposed as a web TV stations providing live traffic information, weather conditions or TV channels program.

Customization is easily achieved by selecting the preferred content via the web portal. Content can be further propagated via web widgets for further expansion of the viewers' base.

In addition to that the **Think!Video™ *LiveStream*** has a built in support for advertising and billing which enables broadcasters to monetize their content. Knowing the user viewing habits is a great base for targeted marketing where advertising can provide an additional source of revenue. Direct monetization of premium content is made possible by different billing models.

The era of silos applications and services has come to an end. **Think!Video™ *LiveStream*** is a representative of the new generation solutions, seamlessly blending mobile, internet and IPTV worlds into a single value adding service.

Key features:

- Live web TV platform
- OpenID, Web 2.0 and Widget enabled
- Integrates with existing network infrastructures
- Live broadcasting from mobile, webcam, SIP clients or streaming servers
- Built-in support for monetization
- Detailed usage statistics

About Marand

Marand is a customer-centric company providing flexible, standards-based solutions for service providers worldwide, while establishing a global network of partnerships with leading international system integrators and technical consultants as well as providers of complimentary hardware and software products. Based on the success of its project teams, long term engineering agreements have been formed with several international companies. The software engineering and system integration capabilities of Marand are based on ISO 9000-3 standards. Marand is a corporate member of TeleManagement Forum (www.tmforum.org).



MARAND

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