

Think!Video™ *YouCast*

Think!Video™ YouCast is a video service solution which turns any video call enabled 3G phone into a handy broadcasting widget. Users immortalize their moments by dialing a short number and start recording. Video posts can be immediately broadcasted to designated blogging sites.

Main benefits

- Generate additional revenue by attracting the blogging generation
- Monetize the user generated content momentum
- Enable user creativity and community sharing experience
- Add 3G video feeds to web, mobile or IPTV portal
- Increase 3G network usage
- Increase usage of Video Telephony

Video posting on & beyond 3G!

Traditionally the creation of video content has been domain of the web bloggers. With the advent of Video IVR platforms operators can extend the service to the 3G mobile world where users can capture a moment and broadcast it to their favorite website, mobile portal or IPTV channel.

Think!Video™ YouCast features modular architecture which allows operator to propose the service as standalone 3G video posting to blogging sites, TV participation (event or show commentaries) or reality show casting, just to name a few. Furthermore its support for multi-tenancy allows operators to propose Think!Video™ YouCast as a hosted solution for enterprise customers thus providing an additional revenue opportunity.



User adoption of the 3G networks has been historically slow. By extending the offer of Value Added Services (VAS) with Think Video™ YouCast solution, operators can monetize the user generated content momentum and leverage the synergies between mobile, internet and IPTV world.

Key features:

- Instant record & post from 3G mobile phone
- Allows to capture and upload unlimited video footage
- Person to Community sharing experience
- Stand-alone service or enabler service for enterprise customers
- 360 degree enabled Value Added Service
- Support for Web, Mobile and IPTV portal
- Support for RSS Feeds

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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