

Bay Talkitec Combines SMS, 3G Mobile, and Video in New “Video Yellow Pages” Solution

Innovative Directory Service Created with SmartCall and Dialogic® HMP Software

CASE SUMMARY

Challenge

Because customization, personalization, and convenience are increasingly important to today's customers, BayTalkitec (BTT) decided to create a “Video Yellow Pages” application, which would respond to an SMS message by pushing a video to the sender's 3G mobile phone over a video call.



Solution

BTT created the new solution quickly by using its SmartCall ADT, a development platform, and the latest video enhancements to Dialogic® HMP Software for Linux, and then deployed it using the SmartCall converged application platform. Dialogic® HMP Interface Boards (DNI Boards) provide a video gateway that connects SmartCall to the mobile network. Development took only a few days and the TDM-based technique BTT uses for video streaming costs 70% less per call than packetized delivery.

Challenge

If you need to buy a new product or service, how can you access information about what is available in the marketplace without reading stacks of brochures or spending hours sitting at your desk searching the internet and then downloading information to your computer? How can you better organize your time and make information access more convenient?

Bay Talkitec (BTT) feels it has the answer. The company's awareness of the market has helped it develop an idea that could revolutionize the way business does business. The solution is based on a Video Portal model but involves SMS for easy access, 3G mobile for convenience, and video for content.

Market Trend: Short Videos Accessed Anywhere

“In Asia Pacific,” says Mr. D. Arunan, the Cofounder and Director of BTT, “people don't seem very interested in making video calls to each other, and Mobile TV is still inconvenient to watch. What seems to be most popular are songs in an audio Music-On-Demand service or movie trailers or Video Jukeboxes – all services where short pieces are accessed by entering a code that identifies a specific selection, which is then played or shown to the caller. We decided to apply this interest in short pieces to a business application and created the ‘Video Yellow Pages,’ a business directory that can be used in many different ways.”

For example, the Video Yellow Pages service allows trade show attendees to review the offerings of the exhibitors at the event from their homes or offices or while waiting at airports or in train stations. Attendees simply send an inexpensive SMS message with the exhibitor's name or code to initiate a video push. They then see short videos that introduce the companies exhibiting at the show and their products – and the videos are streamed free-of-charge, normally at the respective exhibitors' expense. Attendees can then plan their trade show time efficiently and at their leisure – and in a very entertaining way.

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Although a Video Yellow Pages application appears to require complex development, building it was simple for BTT because one of its core products is SmartCall ADT. This application development platform has an easy-to-use drag-and-drop graphical user interface that speeds development dramatically. Because SmartCall Version 9.0.1 supports SMS, provides 3G mobile call control, and includes cutting-edge video support using features from the latest release of Dialogic® HMP Software for Linux, BTT was able to build the entire end-to-end solution quickly. Dialogic HMP Software provides IP call control and media resources for the application. Dialogic® HMP Interface Boards (DNI Boards) supply video gateway functionality, that is, the connection to the mobile network.

Development in Days, Not Months with Calls Costing 70% Less

“It took only about two days for us to create the Video Yellow Pages using SmartCall ADT,” recalls Arunan. “Creating an end-to-end solution without SmartCall would probably have taken at least 10 to 12 months because coding must be done in a language such as C++ and a framework for the application would have to be created from scratch.

“Calls are also much cheaper when processed by SmartCall in our configuration, costing 15 cents instead of 50 cents. The video gateway allows transport on the TDM network, which has the right bandwidth. Using a video call and video streaming on the TDM network rather than downloading the video saves 70% on each call.”

BTT was one of the earliest users of Dialogic HMP Software because BTT quickly saw the benefit of a software component for media and IP call control. “We were using Dialogic® boards, and thanks to the Dialogic® Global Call API, we were able to make the transition to Dialogic HMP Software seamlessly,” remembers Arunan, “and we expect to make a similar seamless transition of our applications to the Dialogic® Multimedia Platform for AdvancedTCA when we are ready to move to ATCA. Since carriers in our region now prefer hosted services, we have begun to provide them, and so we are naturally thinking about further growing our in-house system. We are not at all worried about scalability, however, because SmartCall has been deployed on very large systems with as many as 96 E-1 lines.”

Results

The Video Yellow Pages will be used at CommunicAsia 2008 in Singapore. The partners exhibiting in the Dialogic booth are each submitting a video, which BTT will make available to attendees who send an SMS message from their 3G mobile phones to the SmartCall application server. SmartCall will push the video to their phones so they can learn about the partners’ products and make a note to visit the Dialogic booth.

“The Dialogic partners are very enthusiastic about taking advantage of this new service,” comments Mr. Ilango, Director of Presales at BTT. “It not only helps them to reach many more attendees but also to demonstrate in a very realistic way how Dialogic products help companies like ours create exciting new breakthrough video applications. I think the attendees who use the service will be delighted and save a lot of time.”

Enables “Window Shopping” Via Mobile Phone

The Video Yellow Pages concept has many other applications. “We are speaking with advertising firms in Singapore and Malaysia,” explains Arunan. “Imagine if you are interested in buying a new car, but you are very busy and don’t have time to sit for hours at your computer visiting websites and downloading video files. Why not do some ‘window shopping’ on your phone?”

A prospective customer might be waiting for an appointment and flipping through a magazine and spy an advertisement for an attractive car. The ad could contain a code such as “BMW” that allows access to a short video about the car instantly on a mobile phone. This would not only be pleasurable, but would also help prospects decide if they wanted to investigate this type of car in more detail. If they did, the video would provide response numbers, and they could send a “1” to have a contact center agent call them so they could order a brochure or a “2” to connect to a salesperson to arrange a test drive at their convenience.

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A Video-Based Future of Customization and Convenience

“The Video Yellow Pages concept can be used successfully for almost any product or service,” concludes Arunan. “We feel that the future is in customization and convenience, so we are very enthusiastic about video and the use of mobile phones in all kinds of new applications. We already offer Video SMS and Video Greetings along with our Video Portal. We are deploying applications such as Video CRBT, mobile entertainment, and video advertising. For consumers, this is ‘one-touch’ convenience wherein they don’t have to worry about GPRS, bandwidth, and phone memory. As quickly as innovative technology is available from companies like Dialogic, we are ready to use it in adventurous new applications.”

About Bay Talkitec

Bay Talkitec (BTT) made its name in the Computer Telephony Integration business beginning in 1991 by developing highly customized applications that suit the specific needs of its customers and make their businesses work better, faster, and more cost effectively. BTT specializes in the development of customized Interactive Voice Response solutions, and users can upgrade their IVR solutions to include speech. BTT is always at the forefront in using the latest technologies, and today BTT is ready with path-breaking technology such as video messaging applications for 3G networks. By employing open standards, BTT products become more versatile and can be used on popular platforms. Its unified customer care solution improves the customer experience by supporting all current modes of communication, including voice, fax, email, SMS, video, and the internet.

For more information, visit <http://www.baytalkitec.com>.

About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies based on open standards that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic’s customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

For more Information, visit www.dialogic.com.

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Information about Bay Talkitec has been provided by Bay Talkitec for this case study.