Live TV
Subscribers receive on their mobile device traditional live TV programs or new programs adapted for short duration viewings. The offer can be packaged as a bouquet of channels or addressed on a channel-per-channel basis, following a free-to-air or pay-per-view model.

Live Radio
The same approach as live TV can also be applied to audio content, providing for the reception of radio channel bouquets on handheld devices. Advanced audio services can include the recording of live content in MP3 format.

NVOD Services (Near Video-on-Demand)
Short video sequences are played in loop mode and are accessed directly with a channel number. The sequences can be related to a specific topic: general news, sports news, weather forecast, movie trailers, etc., according to the interest expressed by the end-user. NVOD is the service that has become the most expected by new generation phone owners.

Interactive Services
The multicast file delivery system specified by DVB-CBMS can be used to deliver bitmaps, texts, and applications for interactive services, such as ringtone downloads, alert messages, enhanced advertisement, etc. Content delivery to the subscribers’ terminals is performed using the FLUTE (File Delivery over Unidirectional Transport) protocol based on carousel mechanisms.

Electronic Service Guide (ESG)
The ESG lists current and scheduled programs that are or will be available on each channel along with a short summary or commentary for each program. This information is generated by ESG servers from the services description sent by content providers. The ESG also lists all the services available: video-on-demand, interactive applications, etc., which the subscriber will be able to access through the ESG catalogue displayed on his portal.

DVB-H & 3G: Complementary Technologies
> Telcos and broadcasters now acknowledge that to develop new services and increase their revenues, they need to optimize their bandwidth management. An efficient solution consists of using DVB-H broadcasting to deliver bandwidth intensive multimedia content simultaneously to many users and 2G/3G for point-to-point data connections and return channel.

DVB-CBMS
> DVB ad-hoc group CBMS (Convergence of Broadcast and Mobile Services) defines the specifications for the delivery of IP-based services over DVB-H networks. It specifies coding formats, ESG creation, multicast file delivery and digital rights management.

End-user Portal
> SmartVision Mobility™ end-user portal allows subscribers to browse the available services registered in the ESG and to manage their accounts. Subscribers can also request the rights and access keys related to NVOD encrypted content. The portal is based on an HTML version compliant with most of the browsers embedded into last generation mobile phones.

Any Content, Anytime on your Mobile Receiver

SmartVision Mobility™ is based on the DVB-CBMS working group specifications defining the delivery of IP Datacast services over DVB-H networks. Combined with the SmartCast Mobility™ head-end system, SmartVision Mobility™ offers a complete solution for managing and broadcasting live content over mobile networks.

SmartVision Mobility™ is Thales' service delivery platform for mobile TV and is designed to manage the delivery of audio-visual contents over a broadcast bearer to mobile receivers.
SmartVision Mobility™
System Architecture

Key Benefits

Content Agnostic
SmartVision Mobility is not dependent on the implementation of the applications that are proposed to the end-users. Since standard middleware has not been defined yet and as each operator tries to impose its own format, this is a decisive advantage for a solution meant to be future-proof.

Open Architecture
SmartVision Mobility™ is based on open standards and is compliant with any DVB-CBMS equipment customers may want to use.

The solution is agnostic with respect to the return channel. Therefore the return link may be based on GSM, 3G or even WiFi and Bluetooth networks.

Scalable Solution
SmartVision Mobility™ is truly scalable, supporting an increasing number of contents, services and subscribers, closely following the operator’s needs and associated deployment strategy.

Centralized Configuration
As SmartVision Mobility™ is the central point of the system, it offers the possibility of configuring and supervising the entire system from one entry point.

Based on Field-Proven Technology
SmartVision Mobility™ is based on the same architecture as our highly successful SmartVision TV™ IPTV service platform, selected and deployed by major operators throughout the world.

SmartVision Mobility™ has thus benefited from Thales’ experience and know-how as a global system integrator.
Services Management

SmartVision Mobility™ can aggregate contents from multiple sources and is able to define service plans according to content provider requirements. Service providers manage and operate their applications through a large set of administration modules.

Content Management:
The platform offers the operator a way of managing content providers who need safe access to the platform. This allows content providers to upload contents, descriptions and usage policies.

End-user Management:
SmartVision Mobility™ offers the possibility to register end-users, follow their account evolution and provide statistics on the services they consume.

Authentication, Authorization and Accounting (AAA):
SmartVision Mobility™ integrates an AAA system to identify users and the actions they are entitled to perform.

Content Protection:
SmartVision Mobility™ deals with the selected Conditional Access Systems to guarantee protected content delivery and Digital Rights Management, allowing authorized users to access the services.

Please check our product leaflets for additional information and references.

About Thales Broadcast & Multimedia
Thales Broadcast & Multimedia is a global and worldwide leader in professional electronics, determined to provide the best solutions to lead its customers into the digital age.

Active in the broadcast, multimedia, satellite, cable and wireless communications fields, Thales designs and manufactures a wide range of products, entering partnerships to ensure comprehensive and unmatched solutions for all targeted markets.

Thales is a multiple Emmy award winner who offers a wide and unique product line, including multimedia distribution systems, television, wireless and radio systems, as well as broadcast antenna systems.

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