

**webfact**

# CONCEPT VIDEO-DELIVERY TECHNOLOGY

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## OVERVIEW

webfact's Video-to-Mobile Technology provides the easiest and most intuitive way to record, share and consume videos with a mobile phone.

### Integration on Video-Portals

It works out of the box without any modifications of user's mobile phone! To access the service the user visits one of webfact's video-portals. He consumes a video by selecting his preferred Video from a certain category.

### See Video on Mobile

Besides the common viral functions such as "Send-to-Friend", Commenting, Time-Tagging etc. the user can select "See the Video on your Mobile"

If the User selects this option, a Pop-Up is opened. The User then has to enter his phone-number in a form. He is also given instructions to dial a Short-Number afterwards – like making a normal phone call.

### Video-Call

Instead of pushing the voice call button the user pushes the video call button. No browser usage, no special device, no software client download and no pre-configuration of the mobile phone are needed.

As the user establishes a video call, the costs are independent of the transferred data traffic, the user simply pays per minute – as with a regular voice call.

### UMTS Phone

The User simply has to have a UMTS Phone.

## BENEFITS

webfact's Experience concerning the Integration of Video-Delivery to Mobile offers many benefits for customers from all over the world.

### The Benefits in an Overview:

- Combining Mobile and Web based Video-Delivery
- Additional Revenues for Video-Portal Owners and Content Producers
- No browser usage, no special device, no software client download and no pre-configuration

### References in an Overview



[www.hausgemacht.tv](http://www.hausgemacht.tv)  
(Grimme Award Winning)



Not Online yet



Not Online yet

# FEATURES

## - Video-Sharing



- Access to a variety of excellent professional content on mobile

- Extension to Video-Recording / User-Generated Video planned



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