



VIMedia Composer™

A multimedia server for deploying messaging applications on all mobile devices

- ▶▶ Vimatix's multimedia content composition server automatically compiles content to enable the seamless deployment of highly personalized and diversified rich media messaging to end-users

Deliver the ultimate mobile applications

The VIMedia Composer enhances the performance of mobile messaging centers (MMSc) by automatically composing script-based multimedia content to suit the media capabilities of the end user mobile device. With Vimatix's robust composition server interfacing directly with application servers and mobile messaging centers, developers and creators are free to create any conceivable application that comes to mind. Beyond managing all the complexity involved in interfacing with diverse cellular protocols, Vimatix's vector-based imaging technology uniquely processes and adapts a wide variety of imaging and video formats on the fly, to enable their instant integration into mobile campaigns. This allows creating compelling promotional sessions with highly personalized content and enhancing existing content that has been created with other leading tools. The multimedia composer enables professionals to create dynamic rich content components once, and automatically alters it as needed using scripts, to ensure end users viewing a different visual each time it is presented to them.

With Vimatix handling all interfacing with mobile networks and devices, professionals only need to focus on creating thrilling content.

Master the creation of compelling multimedia

The VIMedia Composer includes a comprehensive scripted authoring environment that provides everything that is needed to deploy highly versatile and engaging mobile multimedia applications and content. Content creators can produce ultra-light images and rich media clips for quick integration into existing and new mobile applications using tools that are fully compatible with all standard animation and image formats. With VIMedia Composer™, mobile application content providers receive a comprehensive composition server with powerful transcoding engines for efficient content adaptation and distribution to mobile devices. The VIMStudio™ provides artists that are responsible for making the content with creative tools for designing, drawing and manipulating graphic and sound objects. Additionally, VIMStudio™ includes a wide range of advanced features for re-using existing images by importing them to friendly formats, retouching their look, and animating them. The unique combination of programming and graphic tools in the composition server enables creating multimedia content that is ideal for cross-device and cross-platform operability over current and future networks.

Vimatix is enabling professionals to master the creation of mobile multimedia at an accelerated pace while producing quality visual content that is ready to be presented on any mobile device.

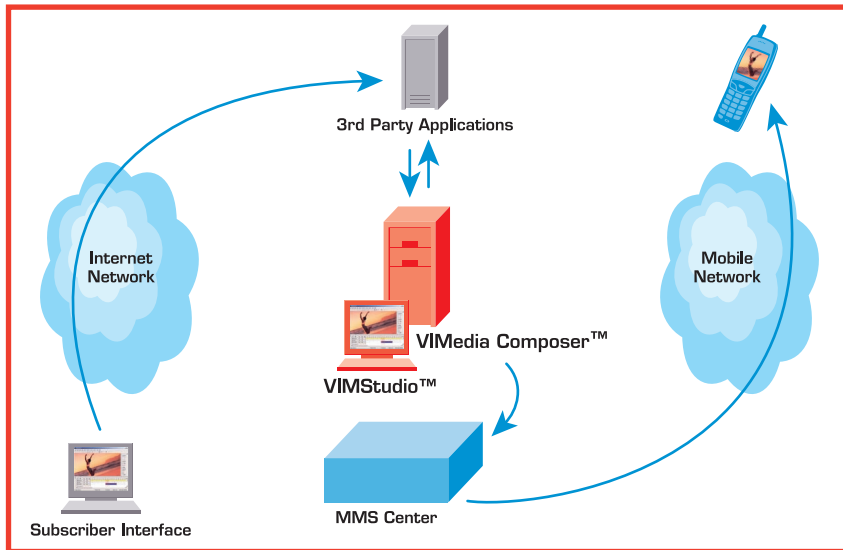


mobile multimedia masters

www.vimatix.com

highly versatile

▷ A comprehensive rich media creation environment



Technical Specifications

APIs:

- C++ and Java native interfaces
- XML over HTTP 1.1

Networks:

- GSM
- CDMA
- TDMA
- GPRS
- EDGE
- UMTS
- CDMA 2000

Media Formats:

- BMP • GIF • JPEG
- WMF • TIFF • PNG
- Nokia picture Messaging
- EMS • AVI • MPEG
- VIM • AMR • MP3 • WAV
- MIDDl

Presentation Formats:

- SMIL • MIME • WML
- Nokia picture Messaging • EMS

VIMedia Composer:

- IBM® compatible PC
- 500Mhz or faster CPU
- Windows® 2000
- 20 Mbytes free disk space
- IIS Server
- ODBC connection to SQL compliant database
- SMSC and MMC connectivity over WAN or LAN

Composition API

Provides mobile applications with media composition, user interaction and storage capabilities. The VIMedia Composer™ API allows application programmers to compose personal multimedia content by referring to components previously stored in the VIMedia Store™. Applications can also use objects and many types of media components which they define on the fly such as text strings and their attributes, sound, geometrical shapes, movement scenarios of objects, and soundtrack timing.

Adaptation and Delivery API

Provides mobile applications with universal media adaptation and dispatch capabilities in realtime. The VIMedia Adapter™ transcodes content to platforms, terminals and media formats based on terminal parameters, network conditions, and a wide range of service.

Products Highlights

- **Automated component-based content composition for messaging applications**
- **Content adaptation to any mobile terminal**
- **Content creation environment with standard interfaces**

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