

More Fun and more Creativity

Be cool and let your subscribers express their individuality with customized animated messages. Give them content and let them enjoy the coolest mobile technology to personalize and animate their messages.

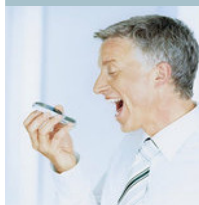
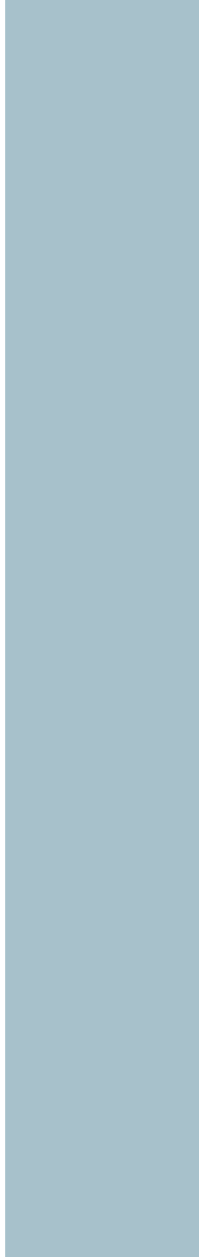
More Revenue

Operators are looking for compelling and profitable premium data services while brand and content owners are looking for innovative ways to extend their brand into the world of the mobile devices. Text2Video enables the deployment of fun and entertaining talking head applications and services on mobile phones.

Operators and Portal Providers can use Text2Video to implement a whole range of premium services. This includes person-to-person messaging, subscription-based broadcast services and enhanced text messaging services that seamlessly integrate into the existing MMS infrastructure.

Content Providers and Brand Owners profit from Text2Video by deploying new services based on enhanced media formats. Content rights can be marketed in new ways since existing photographs are now the base for totally new information and entertainment services.

News and Information Services can be transmitted in a personalized way directly onto mobile phones.



New Services for the Mobile World

Mobile Subscribers have more fun by creating their own talking photograph messages.

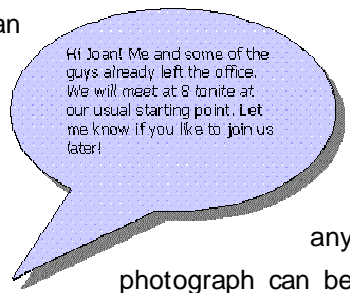
Text2Video allows animated and personalized information on virtually everything: traffic, weather, sport results, news, point of interest and, even more, targeted advertising.

The benefits of our consumer oriented application stand for increased user satisfaction and for increased revenues. The flexibility and the openness of Text2Video are unique.

Product Description

Text2Video Services enable mobile subscribers to send and to receive text messages as video animation. Complete with speech, expressions, and other behaviours, our animated characters are almost as dynamic and living as real people.

The application converts text messages automatically into a fully synchronized video clip which is transmitted as E-Mail or as Video MMS. The "speaker" of this clip is a photograph chosen from an interactive WAP side. Virtually



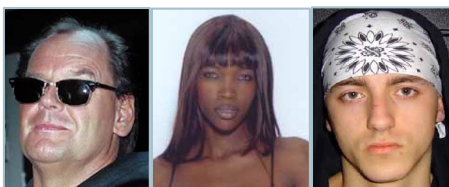
any photograph can be used to present the message to the mobile recipient.

I imagine Mobile!

Key Benefits

Text2Video converts text messages automatically into a fully lip-synchronized video clip. The quality of the result is outstanding. **Text2Video** leverages existing technologies and provides a true mobile architecture. It provides an ease of use and a service range that is unmatched:

- Integration of leading TTS-technologies
- Foreign language support (English, French, Spanish, Japanese, Italian, Arabic, German, Turkish and more)
- Selection of characters via interactive WAP interface



- No downloads or Java modules required
- Immediate fun
- Fast production time for new content – any picture can be used as input
- Lowest production costs

Architecture

Text2Video resides on the MMS-C or within a hosted environment meeting telco-grade requirements.

Text2Video works seamlessly across GSM/GPRS and CDMA/1XRTT networks and offers a true multimodal experience that is fun and entertaining using SMS, WAP, Web, MMS and Voice.



Technical Specifications

Client

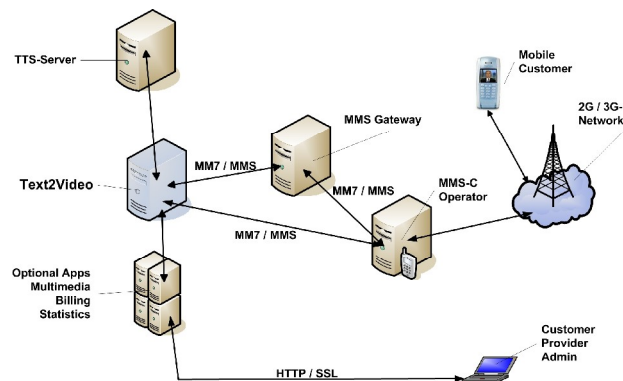
- WAP 1.0 and above enabled handsets
- Mobile Devices with 3GP decoding support (i.e., Real Player or Packet Video)
- MMS capable

Content Delivery

- WAP push, email, or MMS enabled handset

Server

- Graphic Board (nVidia recommended)
- Redhat Linux / SuSe Linux
- Connection to TTS-System



About digitalVanity

digitalVanity stands for fun, entertainment and for mobile imagination. We developed an animation technology which is the foundation of many applications for Multimedia messaging (MMS).

We have a clear focus on the automated processing of images.

Our unique software enables mobile carriers, device manufacturers, professional animators and others to deliver a broad array of compelling products, services, and content.