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DVM to blaze a trail with sports video application

KUALA LUMPUR: DVM Technology Bhd expects its latest innovation, Genico 3G Pocketsports, to capture an early lead in the Asia-Pacific mobile video market.

According to DVM, the product is the first 3G (third generation) streaming sports video application in Asia.

It is capable of fully utilising Hewlett-Packard (HP) OpenCall Media Platform Video, a dominant driver in enabling telcommunication companies (telcos) to provide enhanced video and rich media capabilities.

Executive director Chen Chee Peng said much of the buzz surrounding the product was focused on its first-in-the-market capabilities like intelligent authoring, contextual advertisement insertion, online video clip library and high degree of subscriber personalisation.

The Genico 3G Pocketsports was expected to be launched locally soon, he said in a statement.

The product was previewed at the recent HP OpenCall Insight Days 2006 event in Shanghai, China, which was attended by decision makers from more than 70 telcos in the Asia-Pacific.

“Our objective in previewing Genico 3G Pocketsports was to demonstrate a new way for telcos to automate critical tasks in authoring, managing and broadcasting video clips to 3G devices,” Chen said.

At the event, DVM was represented by its research and development arm NGC Systems Sdn Bhd. – Bernama