

All-Cam forum

Satelliet en Media Nieuws en TV gidsen => English Satellite News => Topic started by: magictrance on February 17, 2011, 03:38:14 PM

Title: **MWC 2011: Atos Origin attempts online video revolution**

Post by: **magictrance** on **February 17, 2011, 03:38:14 PM**

IT services company Atos Origin believes that with the launch of its New Media in Sport solution it can bring about a revolution in the world of new media.

The interactive online video service is designed to enable TV companies, telecom, media, sports associations or rights holders companies the ability to offer viewers and customers the chance to choose exactly which competition/nation/athlete they want to follow and to enable them to follow more than one sporting event simultaneously.

Atos Origin perceives the business benefit of such functionality for operators and providers will be increased branding power and revenue streams.

Explained Executive Vice President for Telecom and Media Bruno Fabre: "[We are] ready to revolutionise the way telecom operators offer services to their end-consumers. We bring not only strategic advice, but also new ideas on how our customers can increase loyalty...we will help our clients to successfully compete in this environment by leveraging on existing assets in order to lower overall TCO and to reduce time to market as well as improve ROI of next generation communication services."

Delivering rich-media content over fixed and mobile devices, instant archive as well as chat and interaction, the solution is designed to put consumers in charge of what they want to watch, when, and from what angle.

Face recognition technologies enable automatic selection or recommendation of camera or event, allowing the user to take the detail of any action, of any personality and any event – and to link it to the associated data that makes the experience. Preference tags let fans track individual or team performance.

[Powered by SMF 1.1.11](#) | [SMF © 2006-2009, Simple Machines LLC](#)