



Sirma Mobile

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mSmartCast

The Art of Mobile Streaming

mSmartCast is a cutting-edge platform which enables live video streaming directly from a mobile phone or tablet to a multicast channel. You can instantly broadcast high quality video to anyone connected to the web. Or, you can share a recorded version later. All you need is to have your mobile device at hand.

HD video streaming and upload

Dynamic Video Player for seamless delivery

Pay-per-View Monetization

Mobile app for iOS and Android for easy streaming on the go

Social Platform Integration to make your videos viral

Flexible branding options and customization

Delivery to any type of device – TV, mobile or PC

Location-based data embedded in video streams

Video Content Management from mobile and web



LIVE

mSmartCast

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Industries

Media and News

- Empower your audience to share real time video from their mobile device
- Stream the breaking news as they happen, long before your competitors
- Engage your viewers with instant video that really matters
- Review and edit user-generated video content just as any other traditional feed

Enterprises

- Resolve maintenance issues remotely and significantly reduce response time
- Improve employee efficiency, collaboration and productivity
- Enable technicians and field workers to stream occurring problems with a mobile phone and obtain real-time support from a higher level

Mobile Operators

- Enhance customer experience and strengthen brand recognition and loyalty
- Gain a competitive advantage by providing a unique product offering
- Enable customers to continuously stream live video from their mobile phones and share special moments with their family, friends and interest groups

Technical Specifications

Support for all major streaming protocols:

Adobe Flash RTMP
Adobe HTTP Dynamic Streaming (HDS)
Apple HTTP Live Streaming (HLS)
Microsoft Smooth Streaming
RTSP/RTP

Additional Features:

Adaptive Bitrate Streaming
Unicast - VOD, PPV
Multicast - Live streaming, TV

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