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## NORTH AMERICAN TIER 1 OPERATOR SELECTS VANTRIX FOR MOBILE VIDEO MEDIATION

*Vantrix to provide video-based optimization and policy enforcement*

**Montreal, Canada** – December 19, 2011 – [Vantrix](#), the global leader of mobile video optimization and delivery solutions, today announced that it has been selected by a Tier 1 Operator in North America for its video mediation platform. Under the agreement, Vantrix will provide mobile video usage analysis, policy enforcement, and bandwidth optimization for 3G and 4G Networks.

Consumer appetite for premium and over-the-top mobile video continues to grow exponentially, reaching two thirds of the world's mobile data traffic consumption by 2015<sup>1</sup>. As the industry moves towards 4G/LTE, mobile operators will see this trend provide a significant opportunity and challenge: They must find ways to monetize the traffic while efficiently dealing with the surging demand. Vantrix Mediadvance, a video mediation platform supported by a suite of award-winning products, provides mobile operators with unprecedented intelligence and visibility, thereby enabling them to control, analyze, and enforce policies for all the video traffic in their network, all while providing an excellent user experience.

Vantrix's video mediation platform has revolutionized the way that the Operator can manage video in the network, and can enable the achievement of the initiative's three stated objectives: "Obtain a deeper understanding of the video usage patterns and needs of our customers; create enhanced revenue assurance opportunities, and deliver network efficiencies through optimization."

Vantrix Mediadvance provides operators with a holistic platform for their mobile video needs, including multi-screen video delivery and optimization. Using this technology the Operator will benefit from detailed views, reporting, and analysis of network usage as it relates to video services. The solution will deliver crucial information on video traffic and will allow the Operator to have insight into how best to utilize the video mediation platform towards improving network efficiency, understanding where and how to apply video optimization, as well as providing greater flexibility and control in how video services are charged for in the future.

Key capabilities of Mediadvance include:

- Intelligence on the video traffic and its usage, via Deep Media Inspection
- Control and Policy Enforcement function for video services
- Video Optimization capabilities to increase efficiencies and improve user experience

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<sup>1</sup> Cisco – Visual Quality Metrics - 2011



- Enablement of location and time-based billing policies

“Managing the surge in mobile video continues to be one of the top priorities of operators around the world,” said Allan Benchetrit, President & CEO of Vantrix. “With a better understanding of the usage patterns of their subscribers, operators will be able to enforce the most appropriate policies, leading to more effective bandwidth usage and billing scenarios. This level of insight will lead to a better understanding of how the Operator can best serve their customers’ mobile video needs while making the most efficient use of their bandwidth.”

#### **About Vantrix**

Vantrix, the global leader of mobile video optimization and delivery solutions, improves mobile and converged video economics for its customers by ensuring that content is delivered cost effectively, and with the best possible user experience, regardless of the service, device or network. Vantrix solutions are deployed in over 75 networks, serving over 1 billion subscribers worldwide. Vantrix is proud to count among its customers: Sprint (NYSE:S), Orange, Telefonica (NYSE:TEF), T-Mobile, TeliaSonera (OMX:TLSN), MTS, Etisalat (ADX:ETISALAT), Saudi Telecom Company (TADAWUL:STC), and Tata Telecom. Vantrix is headquartered in Montreal with offices in United States, London, Hong Kong, and Dubai. To learn more about Vantrix, visit [www.vantrix.com](http://www.vantrix.com).

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