

Frequently Asked Questions

1) What is movy.tv?

Initially announced on October 23, 2006, movy.tv is the world's first *mobile* media sharing website, allowing users to upload and share video/audio media with *mobile devices on a global basis*. Anything from a 10 second video clip to a two hour movie, to live broadcasts can be received by a *world-wide mobile audience*.

2) How does movy.tv differ from sites like YouTube?

movy.tv was designed to allow practically anyone to upload video and share it with millions of *mobile* users world-wide. movy.tv is built on the advanced patent-pending media technology of Movidity Inc. Both archived and live media will be supported by movy.tv for consumer and corporate users.

3) Who created movy.tv?

Movy.tv is brought to you by Movidity Inc. Conceptualized over a year ago, movy.tv realizes the dream of allowing practically any consumer to "mobilize" and share their own media content with millions of cell phone and PDA users on a global basis.

4) What makes movy.tv different & unique?

movy.tv is based on Movidity's patent-pending media technology. Our system uses a unique, Internet based transmission model allowing a wide range of mobile devices to access live or archived media on-demand. movy.tv provides world-wide access to media that has been uploaded and converted into our special format to play on cell phones and PDA devices using our

highly efficient media player software.

5) How does movy.tv work?

Similar to other video sharing web services, movy.tv allows members to upload video where it is then tagged for content. movy.tv then automatically "transcodes" the original video into our proprietary "media object" format. The media is then stored on our servers and made available for playback on mobile devices using our media player. A range of features such user groups, SMS and email notification, advertising injection, etc. will be available on movy.tv.

6) Is movy.tv free?

Like other video sharing web sites, use of movy.tv is free for consumers who wish to upload and share video / audio media content with other users. Corporate users will have the option of a paid subscription to access advanced features and potentially remove advertising injection from their mobile media.

7) Do I need a special cell phone to use movy.tv?

The movy.tv media player is an ultraefficient java "midlet" and will typically work on any browser enabled cell phone that supports Java (J2ME) / MIDP2. DoCoMo type handsets (Japan) are also supported.

8) How do I get the movy.tv media player on my cell phone?

In order to watch content from movy.tv, users will simply download our media player to their mobile device, where it will (in most cases) install

automatically. Certain wireless carriers may require applications to be “digitally signed” so that they can function properly on the handset (this allows the carrier to control what you’re allowed to do). If your carrier demands signed applications, you have the option of asking them to allow movy.tv on your handset, or even consider switching to a carrier that doesn’t restrict you from using applications of your choosing.

9) Can I use PDAs like Palm or Windows Mobile with movy.tv?

Yes, our media player will function on PDA devices that support Windows Mobile® (CE) 3.0+ or Palm® OS 5.0+. Installation instructions will be provided on the movy.tv web site.

10) Does movy.tv work on BlackBerry?

Yes, our media player has been adapted to run on the RIM BlackBerry® 8700 and Pearl. Video frame rate performance on the BlackBerry 8700 is reduced due to the java implementation on this platform.

11) What will happen to my cell bill? Do I need a special wireless rate package to use movy.tv?

movy.tv uses wireless data transmission to send media and receive control instructions from the media player installed on a handset. While our system is quite efficient, watching or listening to extended amounts of media from your mobile device can consume a considerable amount of bandwidth and hence attract significant wireless usage cost. Regular users of movy.tv will be advised to subscribe to unlimited data volume rate plans with their mobile carriers.

12) Is movy.tv technology really transparent to wireless carriers?

movy.tv uses the network transparent transmission model of Movidity’s Multimedia system. This transmission model relies on “objects” rather than bit streaming. Objects are sent using the common HTTP protocol (not to be confused with HTTP streaming) or basic IP. It typically is independent of mobile protocols and special gateways. In essence, watching movy.tv is somewhat like browsing web pages from the perspective of the wireless network.

13) Can I control the video feeds on my cell phone?

Through the use of our media player, movy.tv is both interactive and completely on-demand. Most users will be able to pause, rewind and fast forward video on their handsets, along with pick (from a menu) the media they want to watch. With time-shifting functions, movy.tv will (in the future) also offer DVR like functionality for live programming.

14) Is there any ability to interact with movy.tv media on my cell phone?

As noted the media player on the handset, working in conjunction with movy.tv, allows a range of control over media streams. Interactive advertising and linking capability will allow users to “click-through” on particular media segments, allowing relative websites to be accessed directly or other future interactive functionality (like rewards programs, e-coupons, etc.).

15) What kind of video quality can I expect from movy.tv?

Video and audio quality is dependant on a number of factors including the capability of the mobile device and bandwidth of the wireless network

being used. While our player is perhaps the highest performing java media application in existence, there are specific models of cell phones that use a substandard implementation of java which reduces video frame rate. Testing across various devices and networks has shown performance anywhere from 5 fps (on lowest performance cell phones / networks) to over 35 fps on capable PDA devices.

16) Will movy.tv have any live (real-time) content.?

The Movidity system used by movy.tv is easily capable of transcoding live (broadcast) media and sending it to a global wireless audience. movy.tv therefore has the capability of allowing thousands of live television and radio (AM/FM) broadcast channels to exist as part of our service. We are working towards allowing users to send media streams to us, where they will be re-processed for mobile users of movy.tv

17) Can I really watch my videos or anything else on movy.tv from anywhere in the world with my cell phone?

If your phone or PDA works in other locations outside of your home area, then you should be able to use movy.tv wherever you are. For instance, a user in New York with a cell phone on a GSM/GPRS network that travels to Rome, Italy will be able to run movy.tv and access all content as if they were at home. Similarly, anyone posting video to movy.tv on the Internet can share their media with any global wireless user than can run our media player and access movy.tv with their mobile device.

18) Will everyone see my content, or can I have personal groups?

Users of movy.tv will be able to create private groups so that media can be shared only within that group.

19) How are users alerted to new media?

Both SMS and email alerts will be available through movy.tv such that when a new media item is posted, users can be alerted (i.e. in a particular group) via SMS or email messages sent directly to their mobile handset (if desired).

20) Does movy.tv own the content after its uploaded?

By uploading media, you grant license to movy.tv to use, disseminate and distribute such media without any restrictions or royalties. The user who uploaded the media however remains the rightful owner of the content.

21) Will movy.tv censor or restrict content?

It is not our place to act as censors for private individuals or corporations who desire to share multimedia content with other users (particularly in private groups). Having said that, material posted to the full movy.tv community that is considered offensive, illegal, creates a safety/security risk or is subject to copyright/ownership issues can be removed at our discretion.

22) Can I capture video directly with my cell phone and share it through movy.tv?

We're working toward features which will allow users to take video with their mobile device, post it directly to movy.tv and make it available world-wide almost instantaneously.

23) Do I have to sign up for a movy.tv account?

In order to upload media, you will have to become a member of movy.tv. Signup is quick and easy, and allows you to access various features.

24) Will there be advertising through movy.tv?

movy.tv will allow advertisers to become members and upload media through a specific interface. In order to support the costs of running movy.tv, video content may be intermittently tagged with short (i.e. 10 second) video or audio advertising clips.

25) Can corporations use movy.tv?

movy.tv can be especially useful for corporations who wish to disseminate information or provide media like on-demand mobile video training to employees. Corporate users can become members of movy.tv and for a basic fee, access special features for corporate use.

26) What video formats will movy.tv accept?

Movy.tv will accept various video formats including MPEG1, MPEG2, AVI, 3GP, DivX, Xvid. QuickTime and WMV will also be supported in the near future.

27) Why the name "movy.tv"?

movy is a derivative of Movidity, and also has the sound of "movie". Importantly, movy.tv uses a restricted number of keystrokes on an alphanumeric keypad of standard cell phones, making it easier to enter in the URL.

28) Will you partner with wireless carriers and content providers?

We're always looking forward to partnering with people who can bring value to our user community. Naturally, these include wireless carriers and content providers with which we've been discussing various opportunities. As the movy.tv community develops, you (the user), will have a voice with us and your wireless carrier to determine the best way to use movy.tv

MOVIDITY
multimedia mobility

E-Mail:
info@movidity.com

Web:
www.movidity.com

Movidity, Multimedia Mobility, Media Objects, movy.tv are registered trade marks of Movidity Inc. All other trademarks are property of their respective owners. Movidity reserves the right to modify or delete any specifications or claims contained in this document without notice. Performance responsiveness of movy.tv is subject to concurrent user load; no availability levels or service level agreements are implied or offered. Video / audio playback quality and interactive controls are subject to the capabilities of the mobile network and respective device.